HAL INFORMATION

# Modern FLASH JUBILEE ISSUE! PHOTOGRAPHY

REATEST FLASH PICTURES!

**10W TO BUY A FLASH GUN** 

IEW! WIDEST ANGLE,
ASTEST 16MM LENSES!

3 PRO HINTS FOR BETTER FLASH

CHUCK STEWART

Da-Lite
THE ROYALTY OF
PROJECTION SCREENS

# The Crowning Achievement of 46 Years Company of the Common of the Years Common Common of the Years

NEW PUSH-BUTTON PROJECTION SCREENS



#### THE "PUSH-BUTTON" CHALLENGER ®

You've never seen your slides and movies until you've seen them on Da-Lite's finest—now better than ever from its new White Magic glass-beaded surface down to its molded, no-mar legs! Mildew and flame-resistant fabric. Adjusts for slides and movies. And it opens with just a touch of the push-button!

30"x40"...\$24.75

With durable Zipper Carrying Case \$30.65

#### THE "PUSH-BUTTON" SILVER KING\*

And now, a completely NEW SILVER FABRIC—hailed by prominent Stereo manufacturers as one of the finest advancements in portable mounted silver screens. It is tougher, more durable and provides brighter, sharper pictures for wider-angle veiwing than previous screens. Requires minimum tension—sets up in less than a minute. Truly a screen you'll be proud to use. Mildew and flame-resistant. And it opens with just a touch of the push-button!

40"x40"...\$31.95

With durable Zipper Carrying Case \$37.85

#### THE "PUSH-BUTTON" VERSATOL

New White Magic glass-beaded surface for extro brilliance, new, eye-appealing, decorator-designed Tan-Beige har merloid finish. Adjusts for slides and movies. And it aper with just a touch of the push-button!

30"x40"...\$18.4

With durable Zipper Carrying Case \$24.

SEE DA-LITE® AT YOUR FAVORITE DEALE

show you why now is the time to buy the 60-second

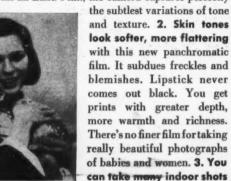


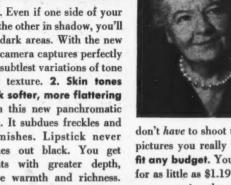
You've heard a lot about the remarkable camera that develops and prints its own pictures. Maybe you've even used it -and known the thrill of holding the print in your hand one minute after you've snapped the shutter. Now, with a new high-speed film just announced, the Polaroid Land Camera not only gives you finished pictures in 60 seconds-but pic-

tures as fine as any vou've ever taken! Here are the facts: 1. The new film gives you unusually sharp, clear prints. Details you might scarcely notice with your naked eve -blades of grass, a fluffy cloud-seem to



spring to life on the finished print. Even if one side of your subject is in brilliant sunlight and the other in shadow, you'll get good detail in both light and dark areas. With the new Polaroid PolaPan Land Film, the camera captures perfectly





without flash with new Polaroid PolaPan. You can shoot in only one-fourth the light you used to need. This new film is so much faster\* you can take many pictures indoors with natural daylight . . . shoot excellent pictures on the grayest day, even in the rain ... get superb portraits with a single 150 watt bulb in an ordinary bridge lamp (see below). 4. Your precious prints will last. Baby pictures. priceless vacation shots, family portraits are yours for a lifetime; they'll last just like any fine prints. 5. The new film's wider latitude corrects your exposure errors. You can make quick judgments safely because this film gives you much more leeway in exposure. 6. Copies and enlarge-



ments are better than ever, because of the magnificent detail you get in the original print. 7. You see your results right on the spot. You set one dial-which automatically selects the right shutter speed and lens combination - and you're ready to shoot. 60 seconds later you've got a finished picture. (You'll economize with the Polaroid Land Camera too, because you

don't have to shoot up a whole roll just to get at one or two pictures you really want to see.) 8. There are models to fit any budget. You can now buy a Polaroid Land Camera for as little as \$1.19 a week. This new low price means now you can enjoy the exciting, creative kind of picture-taking that only this camera, only this new film can give you. The facts make it clear. This is the time for you to buy a Polaroid Land Camera. \*EXPOSURE INDEX 400 - ASA EQUIVALENT

These pictures were taken with a Polaroid Land Camera · POLAROID CORPORATION, CAMBRIDGE, MASS.

MODERN PHOTOGRAPHY (combined with Minicam) is published mentily by the Photography Publishing Corp., 33 West 80th Street, New York 23, N. Y. Reentered as Second Class matter at the Post Office at New York, under the Act of March 3, 1879; additional entry at Greenwich, Connecticut. Yearly subscription price is \$4.00 in U.S.A. and possessions, \$4.50 in Canada, \$6.00 in Pan-American Union and Philippines. Elsewhere, \$8.00. Single Copies 35c; Canada 40c. Elsewhere, 75c. October, 1955, Vel. 19, No. 18.

01

E DEALE

# Get the Most Out of LIFE!



## **COLOR PRINTS**

for as little as 25c each!

All the original beauty of your precious transparencies faithfully reproduced as only LIFE COLOR can you get custom-quality prints, individually color-controlled by the latest electronic equipment . . . compensated for over and underexposures!

WRITE

204 Washington Avenue • Albany, New York

21/2 x 31/2 .... 40c 31/2 x 31/2 ..... 50c 16 x 20

35mm COLOR DUPLICATES ONLY

#### THIS ALBUM YOURS FREE!

Included with each order of 6 prints of only 1 size "Wallet," 2½2x3½, 3½x3½, 3½x3½, 3½x4 and 4x5 sizes only. Extra individual blank albums to hold 6 color prints of the same size, only 50c each.

STEREO FANS!

# when looking CAMERA

be sure to see before buv

5.95



FLEXARET 111a !
FULLY SYNCHRONIZED PRONTOR SVS SHUTTER Automatic Film Transc

e Built In Self Timer e 214 x 214 Reflex Com

SPECIAL 4950 ONLY Reg. 109.50



ade 1 sec. to 1/350th

ONLY \$2450 20 50 Widble exp. prev.

REPEAT OF SELL-OUT! SPECIAL BUY ... LIMITED QUANTITY 135mm ALBINAR 14.5 TELEPHOTO LENS Ear Contay S Contay D Brabtica Praktiflex, Kine Exakta, Exa. Formariy 59.50

SPECIAL 2950 CARRYING CASE 5.50

**SAVE 40%** Brand New Current Model SVE Skyline Model DeLuxe W/Hi-Lite 12.9 Ctd. Lens

 300W Blower Cooled
 Heavy Duty Slide Ca
 Beautiful Finish **WILL** 

special 3595 Rag. 59.75 Carrying Case Rag. 12.50 NOW 7,50 Airquipt Changer Rag. 14.95 NOW 10,50



**SAVE 45%** PERMAFLASH **ELECTRONIC FLASH!** 

Simple • Compact • Safe 5 sec. recycling time No hotspots Kodachrome Color Guide #

Color Guide # 40 to # 50 ashes per set of batteries

Res. 69.50 Special 3950

**EXCLUSIVE IMPORTED BRAND** NEW PRECISION TWIN LENS ALPENELEY REGIEV CAMERA! • f3.5 Ctd. Lens
• Stops down to f22
• Compur type shutter
• Speeds from 1 sec. to 1/200th
• Built in Flash

Ros. Value 149.50 Special 4750 COMPLETE WITH CASE

METAL SLIDE BOXES Style #1150

Full Metal Piano Hing Cover. Holds 150 - 2 x 2 Glasser 300 Readymounts. Red. 3.25



(10)

**H&F POCKET TRIPOD!** COMPACT · STURDY OPEN CLOSED List SPECIAL | OPEN CLOSED List SPECIAL | Continue | OPEN CLOSED LIST SPECIAL | OPEN CLOSED LIST er case for any of the above.

**EXCLUSIVE!** 

**Brand New** 

Deluxe Flashgun

**Brand New** 

VITO 11

Built In Self Timer

VOIGTLANDER I

anne f3 5 Ctd Lane

German Imported 35 mm FINETTA!

W/f2.8 ctd lens • Dble Exp. Prev. • Built In Flash Synch

Rec. 59.95 Special 18.95

W/Pronter "X" Synchre Now 27.50

W/Prontor "MX" Synchro Now 34.95

SAVE 25%

**Brand New** 

FOR EXAKTA OWNERS!

Brand New Rangefinder with split-image feature combined with full field EXAKTA VX and EXA only!

Reg. 88.50 SPECIAL 37.50 Rangefinder Ground Glass... 13.75

**H&F Top Grain Cowhide** Leather Gadget Cases

BRAND NEW!

Saddle Stitched • Zippered Top
Tripod Straps • Outside Pocket
Inside Partition • Smart \$101 81/4×71/4×5 Reg. 22.50 New 13.95 \$201 11x8%x5% Reg. 29.50 New 14.95 #301 121/2x121/4 x61/4 Reg. 35.50 New 19.50

**SAVE 50%! Brand New** Portable Radiant **Crystal Beaded** Screens.

BUY WITH CONFIDENCE!

Sturdy balanced con Compact folding

0 SALE! SALE! SALE! **Brand New** PRAKTICA CAMERAS & LENSES!

Verying Case 6.95
Deluze 8-C Type Flashgun 8.95
ALL CAMERAS COMPLETE WITH IMPORT
& GUARANTEE CERTIFICATES.

SAVEI SAVEI SAVEI **BEWI AUTOMATIC** Push button Meter with Chi and Incident Light Attach.

Reg. 22.95 ONLY 19.50 Carrying Case .. 2.00 Brand New

mean Sint Weston Master II Weston Cadet GE DW 68 16.95 8.95 14.95 17.50 24.50 GE PRI

**SAVE 33%!** SUNRAY 21/4 x 31/4 ARISTOCRAT ENLARGER! Designed for the Amsteur.

35mm to 21/4 x 31/4. Sharp Lens in Focusing Mount. Complete with Tuck-a-way Carrying Case.

ROE 14.95 SPECIAL 995 SAVE 331/3%! FOR 8mm

**MOVIE CAMERA** ACCESSORY LENSES...BRAND NEW!

	Reg.	SPECIAL
114" f2.5 Telephoto	26.95	17.75
11/4" fl.9 Telephoto	38.95	24.75
7mm f2.5 Wide Angle	29.95	17.75
7mm fl.9 Wide Angle	44.95	27.75
ALL LENSES AL	RE COATE	D

**BRAND NEW\_SAVE OVER 65%!** POLE TRIPOD

Aluminum & Chrome Steel Strut-Brace Leg Supports
 Reversible Tips (Extends to 52) ADJUSTABLE CENTER POST

Now Only 595/Reg. 17.35

**SAVE 16.00! Brand New Deluxe Radiant** All Metal Contact Printers! From 35mm to 4x5 AC-DC w/Ruby Bulb

· Rugged · Well Ventilat SPECIAL 8.95 Reg. 25.00

PROMPTLY FILLED.

UNHEARD OF VALUE! **Brand New German Imported** SUPERFLEX

The Simplest Camera to Operate!

13 5 CM Lane · Flash Synch Shutter

Salf Erecting Hood Only \$1395

Carrying Case 3.95 Battery Fig. SAVE 40%!

Brand New Wollensak Binoculars FACTORY GUARANTEED

NOW 41.69 7x35 \_\_\_\_\_reg. 69.50 7×50. reg. 77.50 NOW a NOW 46.50

H-F INTERLITES

4 Lite Compact Folding Unit. Complete With Case.

ALL METAL Reg. 17.95

ONLY 10.79 375W Bulbs

SAVE OVER 50%! Brand New! High Quality! Japanese Coated

**BINOCULAR SALE!** 10x50 Individual Focus 10x50 Central Focus 7x50 Central Focus 7x50 Central Focus 7x35 Central Focus 7x35 Central Focus 8x30 Individual Focus 8x30 Individual Focus 6x30 Central Focus 6x30 Central Focus 6x30 Central Focus 6x15 Individual Focus 6x15 Individual Focus 26.75 21.75 24.75 18 75 11.50

Plus 10% Federal Tax Complete With Leather Case & Strap

SAVE ON KODACHROME + FILM! List SPECIAL 3.75 4.65

2.89 8mm Mag 16mm Roll 16mm Mag 35mm 20 Exp. 10.40 6.95 3.25 4.95 4.65 8.01 5.36 2.51 3.81 3.59 35mm 36 Exp. 35mm Stereo 828 1.85

\* ALL FRESH LATEST DATED. FACTORY PACKED. Kodak Processing Included. Min. Order

Lats of 3 or more.

HABER & FINK, inc.
12 WARREN STREET, NEW YORK 7, N. Y. DEPT. MI Send me\_

INCLUDE POSTAGE Amt.\_ I want to trade name MAIL ORDERS city zone.

as state \_\_\_\_\_\_

**WARREN ST. NEW YORK** 

0

AVAILABLE AT THESE PHOTO STUKES. OR MAIL COUPON TODAY!!!

RIZONA
Flagstaff, Jean and Trox
Flagstaff, Jean and Trox
Pheenix, Arizona, Photo Center
Pheenix, Catis Photo Lab.
Pheenix, The Photo Shop
Pheenix, Sully Foto and T.V.
Tussae, Nu-Art Photo Service
Winslow, Winslow Photo Supply

ARKANSAS

RANSAS Fayettaville, Collier Rexall Drug Store Fert Smith, McCann Photo Co. Little Rack, The Camera Center Regars, Rogers Pharmacy

August, Noguer, Institutory

CALFORNIA

Alhambra, La Cour's Camera Shop
Alhambra, La Cour's Camera Exchange
Anabeim, Spear's Photo Shop
Arcasia, Santa Anita Camera Shop
Bakersileid, Henley Photo Shop
Bakersileid, Henley Photo Supply
Balbaa Island, The Camera Shop
Berkeley, Normand Photo
Berkeley, Normand Photo
Berkeley, Normand Photo
Berkeley, The Camera Shop
Besans Fark, Nelson Photo Supply
Barbaak, Glenn's. Camera Shop
Berkask, Photo Art Shop
Chais Vista, Chule Vista Photo Supply
Caroeas Bel Mar, Harbor Photo Lab
El Gajen, Himmel's Camera Shop
Cametes, Finley Camera Shop
Esceedide, Gailey Photo Supply
Caroeas Bel Mar, Harbor Photo Lab
El Gajen, Himmel's Camera Shop
Esceedide, Gailey Photo Supply
Esceedide, Gailey Photo Supply
Esceedide, Gailey Photo Supply
Esceedide, Gailey Photo Service
Blendale, Giendale Camera Center
Labela, Labela Camera Shop
Labella, Pacific Camera Shop
Labella, Pacific Camera Store
Labelas, Labela Camera Store
Labelas, Labela Camera Store
Labelas, Ludles Photo Service
Hollyweod, McKinley Photo
Lap Basch, City Photo Service
Hollyweod, McKinley Photo Service
Long Basch, Luttle Photo Service
Long Basch, Uster Photo Service
Long Basch, Winstead Bros.
Les Angeles, City Photo Service
Long Basch, Uster Photo Service
Long Basch, Uster Photo Service
Long Basch, Winstead Bros.
Les Angeles, El Serano Photo
Les Angeles, El Serano Photo
Les Angeles, Chill Photo Service
Long Basch, Winstead Bros.
Les Angeles, Long Beach Camera Exch.
Long Basch, Hottle Photo Service
Long Basch, Winstead Bros.
Les Angeles, Long Beach Camera Exch.
Long Basch, Winstead Bros.
Les Angeles, Long Beach Camera Exch.
Long Basch, Winstead Bros.
Les Angeles, Long Beach Camera Exch.
Long Basch, Winstead Bros.
Les Angeles, Long Beach Camera
Brobander
Les Angeles, Long Beach Camera Exch.
Long Basch, Winstead Bros.
Les Angeles, Long Beach
Long Beach, Winstead Bros.
Les Angeles, Comera Camera
Brobander
Les Angeles, Comera Sh

ONLY including batteries

San Pedre, A.1 Photo Service
Santa Ana, EBY's Photo Service
Santa Ana, Stilley's Photo Supply
Santa Menica, Boolevard Camera Shop
Stacktae, Guskin's Camera Corner
Stacktae, Logan Camera Shop
Stacktae, Logan Camera Shop
Stacktae, Logan Camera Shop
Sunland, Kanpur's Sunland Photo Shop
Sunland, Kanpur's Sunland Photo Shop
Sunland, Kanpur's Sunland Photo Shop
Valleja, Comir Photo Supply
Yakima, Barstow's Camera Shop

Yakima, Barstow's Camera Snop CONNECTICUT Bridgsport, Jay James Bridgsport, Photo Sales Fairfield Cawaty, Hilgert & Gough New Hilder & Goung Anders New Milder & Simpson Studio & Camera Portiand, Emery Studio & Camera Torringtps, Flieg & Newbury West Martlard, Plimptons

DELAWARE
Wilmington, Lincoln Comera Shop
Wilmington, The Frost Store

DISTRICT OF COLUMBIA
Washington, Baker's Photo
Washington, Penn Camera
Washington, Stewart Camera

TORIDA
Jacksonville, Fox Jewelry Co.
Jacksonville, McDaniel Gift Shop
Lakeland, Sanborn Camera Center
Lakeland, The Camera Shop
St. Petersburg, Mass Bros. Dept. Store
Tampa, Mass Bros.

ECONEIA
Augusta, Friedman Jewelers Camera Shop
Atlanta, Frye's Foto Shop
Atlanta, Isengor Camera Exchange
Atlanta, Wing Fast Foto Service
Wayeras, Settle's Sundries & Photo Supplies

Lewistan, Wes Fotoshop ILLHWIS Chicago, Adams Convera Chicago, Austin Photo & Hobby Chicago, Carrick Music Chicago, Lasile Camera Co. Chicago, Lorman Willets Chicago, Norman Willets Lassing, Besso Camera Co. Oak Park, Austin Camera Co. Oak Park, Austin Camera Co.

See Teal, Fulder Comments Sci.

Baintry, Guincy Photo Supply Co.,

HIDDIANA
Columbus, Carpenter's Drug Store
Evanaville, Schmitt Photo Service
Evanaville, Schmitt Photo Service
Evanaville, Smith & Butterfield
Bary, Gary Camera
Reseacatic, Coam Pharmacy
Indianapalis, Coam Pharmacy
Indianapalis, H. Lieber Co.
Katemas, C. H. Newman
Kakema, Kokomo Camera Shop
Leganapart, Quick Film Service
Marten, Marion Camera Shop
Seypeaur, Beard's
Saelbyrille, Meloys Inc.
Terre Natels, Overfelt's Camera Shop
Terre Natels, Singa Shop
Terre Natels, Viquesney's
Vinceaseas, Duesterberg Drug Store

KENTUCKY

ENTUCKY
Lauisville, Fells City Theater Equip. Co.
Leuisville, The Suteliffe Co.
Newport, Lampe & Clark
Owenshars, Gant & Butterfield

ARYLAND Baltimere, Stark Films Frederick, Frederick Camera Shop Hageratown, Raup Camera Center

MASSACHUSÉTTS
Besten, Bay State Carnera
Besten, Camera Center
Besten, Claus Gelotte Camera Store

Bestes, Quality Cemera Exchange Bestes, Ralph Harris Co. Flichharg, Art Photo Lyss, Sanborn Camera Maldes, Boyd's Inc. Hew Bedferd, McGee Photo Wellesley, Bubert's Photo Supplie

menessey, supert's Photo Suppli INCHIGAN Betreit, Sithouette Camera Shop Ferndale, A & D Camera Shop Frand Haves, Kirk's Comera Supp Lansing, Lahsing Camera Shop Lansing, Linn Camera Shop Lansing, Vans Photo Service Van Byke, The Photo Center

INESOTA

Rassas City, Camera Center-Music Mart Rassas City, Elko Photo Products Co. Rassas City, Hanley Photo Supply St. Leeis, Famous-Barr St. Leeis, Stánley Photo

metto, William's Camera Sh breat Falls, Hamilton's Rexu treat Falls, Public Drug Co. reat Falls, The Correl imilten, Roberts Book Re-ligants

NEVABA
Benider City, Beiknap Photographic Serv. Inc.
Las Vegas, Cameras Unlimited
Las Vegas, Photo-Mart, Inc.

Las Yogas, Printer Strike, Inc.

NEW JERSTY
Cliffton, Clifton Camera
East Oranga, Sport & Camera Shop
Englowood, Herbert's Camera Shop
Englowood, Herbert's Camera Shop
Invisites, Krafto Camera Co.
Jurary City, Lavy's
Millwille, Allez Jewelers
Millwille, Allez Jewelers
Millwille, Allez Jewelers
Millwille, Staelman's Photo Shop
Moenticlar, Geo. Wm. Cullen
Newart, Academy Camera Exchange
Newart, Midtown Camera Exchange
Passale, No-Wat-Ka
Mad Bank, Pages Photo Service
Salom, Lupmust Sewelers'
Salom, Lupmust Sewelers'
Salom, Lupmust Sewelers'
Salom, Salom Camera & Supply







th to D en

A na "M "G

# "NO SQUINT" 35mm HAND VIEWER AREA MAGNIFICATION

REVOLUTIONARY FEATURE! BUILT-IN IMAGE PROJECTION ... Gives Larger, Deep-Dimension Image!

#### RIVALS THE FINEST PROJECTORS IN NATURAL PICTURE QUALITY!

BRIGHTER IMAGE Actual tests show a brighter image than any other hand viewer . . . resulting in greater definition, depth and color clarity. Simply press the slide down to light.

**DEEP DIMENSION** So natural the image virtually emerges from the viewer . . . made possible by OPTA-VUE's dual lens OPTACOR system!

ACCLAIMED "Provides a 'man-size' image . . . more natural, brighter, deeper dimension." -Hale Williamson, N. Y. World Telegram

"Magnifies image area nine times-greater color clarity." -N. Y. Times

"Greatly enlarged, brilliant image area . . . our staff enthused."

-Norman Lipton, Popular Photography "Viewer a sensation."

NORTH CAROLINA
Gastesia, Smith's Cut Rate Orugs
Geessbers, Carolina Camera
Mergantewn, Cornwell Drug Stores, Inc.
Relisivite, Reldsville Camera Shop
Wiestee Salea, Bocock Strood Co.

ILLANDAR
LLAWER, Blunck Studio's Camera Exchange
Oktahema City, Craco Camera Store
Oktahema City, Dee's Photo Supply, Inc.
Pertiand, Hee's & Frank Co.
Pertiand, Sandy's Camera Shop
Pertiand, Semiers Sporting Goods
Pertiand, Western Photo Supply

New York, Liberty Camere
New York, Masters
Wew York, Minifilm Camera
New York, Mogulls
New York, Mogulls
New York, New York Camera Exchange
New York, Pentress Camera
New York, Pentress Camera
New York, Pentress Camera
New York, Pentress Camera
New York, Photo Center
New York, Photo Center
New York, Road's Camera Shop, Inc.
New York, Road's Camera Shop, Inc.
New York, Ower Photo Shop
New York, Ower Photo Shop
New York, Ower Photo Shop
New York, United Camera Exchange
New York, University Camera
New York, Warman Photo
New Yo

wettand, Western Photo Supply

inclinati, Provident Gemera Shop
inclinati, Provident Gemera Shop
inclinati, Provident Gemera Shop
inclinati, Provident Gemera Shop
inveland, Bryar Photo Supply
leveland, Bryar Photo Supply
leveland, Bryar Photo Supply
leveland, Shagrin's
leveland Photo Shop
leveland, Shagrin's
leveland, Samera Supply
leveland, Wordan's Camera Supply
seried, Dayton Film Sup,
system, Malone Camera Shop
smalland, Shagrin's
leveland, Shagrin's
levelan

Allentown, M. S. Young Co. Charlersi, Conti's Photo Service & Supply

My Dealer is:

Etweed City, NicGlincy Camera Shop Greenshurg, Greensburg Photo Supply Marrisburg, James Lett's West Shore Plaza Kutzburw, Heid's Lancaster, Dearmstanetiers, Inc. Lancaster, Romatsaeriers, Inc. Lancaster, Richard's Photo Shop Merristurw, Rom Hoser Philadelphia, Rosmins Camera Exch. Philadelphia, Kosmins Camera Exch. Philadelphia, Kosmins Camera Exch. Philadelphia, Kosmins Camera Exch. Philadelphia, Rosmins Camera Exch. Philadelphia, Rosmins Camera Store Philadelphia, Goodhol Landelphia Camera Store Philadelphia, Goodhol Landelphia Camera Store Philadelphia, Goodhol Landelphia Camera Camera Store Philadelphia, Goodhol Landelphia, Camera Store Philadelphia, Goodhol Landelphia Camera Store Philadelphia, Goodhol Landelphia, Camera Store Philadelphia, Camera Store Philadelph

ELAS

Alkiene, Camera Inc.

Beasmeat, Najestic Photo Finishers

Beasmeat, Najestic Photo Beasmeat

Beasmeat, Super-Tex Camera Store

Ballas, Pitche Goettinger Co.

Ballas, Village Camera Store

Ballas, Village Camera Store

Ballas, Village Camera Store

Ballas, Village Camera Store

Grand Prairis, Fotomart Camera Conter

Grand Prairis, Fotomart Camera Co.

Menetium, Superior Camera Co.

Sam Antenies, Saidel Studio

Sam Antenies, The Foto Campany

Texas City, King's Jewelers

Wichita Falls, Doicater's Camera Shop

Michita Falls, Doicater's Camera Shop

Wichita Fails, Dolcater's Camera Shop Vinchita Fails, Dolcater's Camera Stroile. & Camera Martou, Green Studie. & Camera Newpurt News, The fobby Center Gusnites, Lambert Photo Service Richmond, Adams Camera Shop Richmond, Adams Camera Shop Richmond, Old Dominion Camera Shop Richmond, Old Dominion Camera Shop Richmond Thailmars Resemble, Rosnote Photo Finishing

Assameta, Roanola Photo Finishing WASHINGTON
Asham, Peckenpaugh Drug Company Believes, Lakeside Rexail Drug Belingkam, Barr's Camera Shop Bremerton, Barres Camera Shop Bremerton, Kitsap Camera Shop Clarkston, Wisen's Drug Everett, Everatt Camera Shop Kirkston, Wisen's Brug Camera Shop Wirkston, Colman's Kirkiand Pharmacy Mt. Versee, Stacey Camera Shop Seattle, Glazer's Camera Shop Seattle, Glazer's Camera Shop Seattle, Glazer's Camera Shop WEST Visional Shoppar's Camera Shop

WEST VIRGINIA
Charlesten, Merrill Photo Supply
Huntington, Honaker, Inc.
Huntington, Hunter & Chambers

HISCONSIN
Glendale, Bob Stocks Cemeras
Glendale, Bob Stocks Cemeras
Madisea, Meuer PhiotoArt House
Millwaukee, Movie Mart
Millwaukee, Orsons Comeras
Millwaukee, Photo Art
Millwaukee, Photo Art
Millwaukee, The Dark Room
Millwaukee, Wack Sales
Shoreweed, The Camera Center

Comerville, Ostro's Camera fronton, Lou's Home Movies frenton, Sears Roebuck & Co. Julea, Union Camera Exch. Fineland, T.& F. Camera Shop West New York, Levy's Inc. Mouthury, The Hobby Shop

(6)

IVE

EM

a con-Solid maroon makes \$3.95

ø

Callin, George Hight Studio
IEEW YORK
Asteria, L. I., Camera Hobby Shop
Asteria, L. I., Camera Hobby Shop
Asteria, L. I., Camera Store
Binghamton, Tuthil's
Fronx, Oxford Photo.
Brenx, Park Camera Exchange
Breeklyn, Bey Camera Shop
Braeklyn, Boy Camera Center
Braeklyn, Camera Center
Braeklyn, Camera Center
Braeklyn, Claridge Camera Exchange
Braeklyn, Claridge Camera Exchange
Braeklyn, Mod-Lee Photo Co.
Buffale, Delaware Park Camera Mart
Lettalis, J. F. Adense Co., Inc.
Buffale, Delaware Park Camera Mart
Buffale, Delaware Park Camera Mart
Buffale, Delaware Dark Co., Inc.
Buffale, Delaware Dark Co., Inc.
Buffale, Delaware Dark Co., Inc.
Buffale, J. I., Saleware Shot
Emira, B. & C Photo Supply

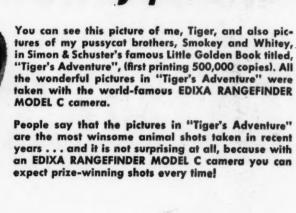
Endicett, Chromart Photo Shop
Endicett, L. F. Hamilia
Flashing, Queens Camera Hospital
Farest Hills, Foto Center of Forest Hills
Farest Hills, Foto Center of Forest Hills
Farest Hills, Lulian Camera Stores
Falten, Fulton Camera Shop
Gleen Cewe, L. T., Girn Camera Mart
Gleendale, Finithly's Photo
Hospital Camera Shop
Gleen Cewe, L. T., Girkins Camera
Level Blank, A. F. Comera Exch.
Leveltown, L. T., Girkins Camera
Level Blank, A. F. Comera Exch.
Leveltown, J. Westcott,
Mr. Vernen, Town Fotochop
Hew Yerk, Alled Camera Exchange, Inc.
New Yerk, Aberctombie & Filtch
Hew Yerk, Alland Camera Exchange
Hew Yerk, Camera Graft
Hew Yerk, Camera House
Hew Yerk, Fotochop
New Yerk, Fotochop
New Yerk, Heins & Bolet
New Yerk, Heins & Bolet

Pat: Pend. TODAY

IF YOUR FAVORITE DEALER IS NOT LISTED WE WILL FILL YOUR ORDER THRU YOUR NEAREST OPTA-VUE DEALER

OPTICS MFG. CORP., 3109 E. Thompson St., Phila. 34, Pa,						
Enclosed find \$for:						
OPTA-VUE Viewers @ \$9.95 each						
OPTA-VUE Viewer Cases @ \$3.95 eac'						
1 enclose Check M.O. (No C.O.D., please)						
Name	100					
Address						
CityZoneState	***					

# 500,000 people like my picture!





The EDIXA RANGEFINDER MODEL C is the only popular-priced 35-mm camera with all these features in <u>one</u> camera, and which sells for <u>under</u> \$50! You would expect these features only in high priced, expensive cameras!

ARTISTS, WRITERS,
SPORTSMEN, SCIENTISTS
Prominent personalities in
many fields, all people of discriminating taste, have discoveriminating taste, have discovered the fine qualities and wondeful values inherent in the
EXIDA RANGEFINDER MODEL C.

Tiger's picture is from the Little Tiger's picture is from the Little Golden Book "Tiger's Adventore", by William P. Gottlieb, ture", by William P. Gottlieb, ture", by William P. Gottlieb, ture", by William P. Gottlieb, Schuster, & Artists & Writers Guild.

- Automatic Rapid-Winding Lever—a flick of your finger on the lever permits you to take a series of shots in seconds.
- Fast F/2.8 color corrected lens gives you pictures that are razor-sharp, in color and black-and-white.
- RANGEFINDER is automatically coupled and scientifically balanced to assure pin-point sighting and focusing.
- Chronometer-accurate shutter has speeds to 1/200th for action.
- Built-in self-timer permits you to step into the picture.
- Built-in flash for flashbulbs and strobe flash.
- Double exposure prevention built into camera.
- New wide sweeping optical viewfinder gives you a picture-window panoramic view of your subject.
- Unparalleled precision micrometer-geared film frame counter automatically shows number of pictures exposed.
- The Edixa is custom finished in black morocco leather and satin chrome.

EDIXA COUPLED RANGEFINDER MODEL C
with Rapid-Winding Lever, F/2.8 Color Corrected Lens, Pronto Shutter

Shutter ...Price P4955 complete

See this New EDIXA RANGEFINDER MODEL C camera at your local deeler or write for colorful brochure.

WIRGIN BROTHERS - EDIXA CAMERA WORKS

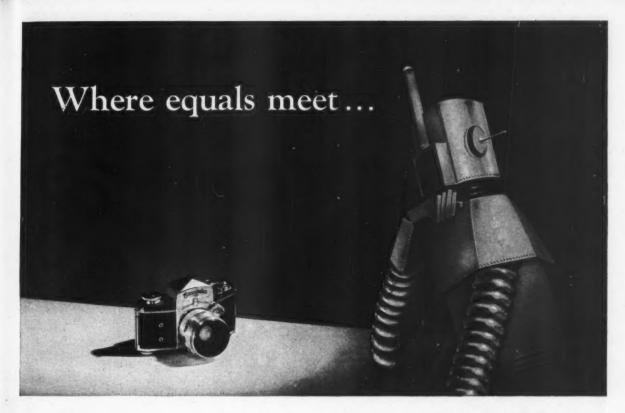
WIESBADEN, GERMANY . SINCE 1922

A OFFICE 705 GRONN DIVER BOAD, BRONNVILLE 8. N

CAMADA, SDIYA CAMADA WODYS, 1103 University Street Montree

BUY IT FROM YOUR PHOTO DEALER

MODERN PHOTOGRAPHY



The Automatic Age is no longer categorized among "things to come". It is here! In many fields, Mechanical Men are performing wonderful things. In the field of photography too, there is an Automaton...the Automatic Exakta VX.

The Automatic Exakta VX with Penta Prism eyelevel viewfinder and Split-image Rangefinder and 58-mm, f/2.0 Automatic Zeiss Biotar Lens is priced at \$392. Also available with waist-level finder. The Automatic Exa has most of the advantages of 35-mm, automatic, single-lens, reflex photography in a camera

foolproof enough for a child to use. The Automatic Exa is equipped with the 50-mm, f/2.8 Automatic Isco Westanar, and is priced at \$129.50. Automatic Exa with Isco Westanar f/2.8; 50-mm lens and Penta Prism, \$159.50. Automatic Isco Westanar lens alone, \$69.50.

Put an Automatic Exakta VX or Automatic Exa to the test, and you will see the Automatic Age of photography in motion...Today!

Your dealer will gladly demonstrate these outstanding cameras to you.



EXAKTA CAMERA COMPANY, 705 Bronx River Road, Bronxville 8, N. Y.

Exclusive Factory Appointed Representatives in the U.S.A. for Sales & Service of Exakta and Exa Cameras



now available...the film designed for highest resolution





This famous film, designed specifically for small cameras and big enlargements, is now available in the United States. Its unique ultra-thin emulsion and unusually fine grain give superb resolution; make ADOX a "must" for superior small camera work. ADOX always means contact print quality, even with considerable enlargement. From now on, when you want film that will do justice to the resolving power of your fine lenses, ask for ADOX.

ADOX film is manufactured by Dr. C. Schleussner Fotowerke, GmbH, Frankfurt a. M., Germany, one of the oldest manufacturers of film and photochemicals. ADOX is now being distributed in the United States exclusively through franchised Leica dealers. ADOX is made in three speeds: KB-14 (ASA 16); KB-17 (ASA 32) and KB-21 (ASA 80).

E. LEITZ, INC., 468 FOURTH AVE. NEW YORK 16, N. Y. 10053

# modern PHOTOGRAPHY

OCTOBER 1955. VOL. 19. NO. 10

#### ARTICLES

55	FLASH-PICTURES TELL ITS HISTORYby Dorothy Jackson
70	33 WAYS TO BETTER YOUR FLASH PICTURES: HERE ARE THE SECRETS TO PERFECT RESULTSPhotos by Peter Gowland
74	HERE'S HOW TO BUY A FLASHGUNby Charles Hellman
76	DO YOU KNOW YOUR FLASH CONNECTORS?by John Wolbarst
78	3 LESSONS IN LIGHTING: BURT OWEN EXPLAINS HIS TECHNIQUES
80	A TEACHER SHOWS HOW: IMPROVING YOUR OUTDOOR PORTRAITS
84	POSING IS NOT POSING: HOWARD ZIEFF SHOWS YOU HOW TO KEEP A MODEL FROM FREEZING UP BEFORE YOUR CAMERAby Joseph Crayon
88	SHOOTING WITH THE NEW POLAROID FILMPhotos by Harold Feinstein
90	RAINY DAY LIGHTING PROBLEMS? TRY ONE FLOOD by Cora Wright
116	HISTORY OF FLASHBULBS by Lloyd E. Varden
125	IT'S NEW! FLASHBULB WITHOUT A METAL BASE

#### MOVIE SECTION

95	DR. CINEMA SAYS: PUT YOUR PROJECT IDEAS ON
	PAPER BEFORE FILMING THEM
96	GREAT NEW MOVIE LENSES! FAST NEW JAPANESE NOMINAR
	AND FRENCH ANGENIEUX, 25MM F/0.95'sby Myron Matzkin

#### DEPARTMENTS

12	COFFEE BREAK WITH THE EDITORS
26	NEW PRODUCTS
48	MODERN STEREO: NEW FLASH OUTFIT ESPECIALLY ADAPTED TO STEREOby Tommy Thomas
82	DISCOVERY: HIRO WAKABAYASHI
100	NEW PHOTO BOOKS
104	I TRIED IT MYSELF: PRIZE PICTURES FROM OUR READERS
106	CAMERA CLUBS: ADVICE FROM 5 CLUBS ON ATTRACTING AND HOLDING NEW MEMBERSby Mabel Scacheri
124	ANYONE FOR PARIS? CLAYTON CHEMICAL CO. CONTEST

EVERETT GELLERT, Publisher AUGUSTUS WOLFMAN, Editor-in-Chief
MARTIN E. SIEGEL, Business Manager
JACQUELYN JUDGE, Editor
JOHN WOLBARST, Man. Ed.
HERBERT KEPPLER, Assoc. Man. Ed.
DOROTHY JACKSON, Assoc. Ed.
ANTHONY PALAGONIA, Art Asst.
FAY TRAVERS, Production Dir.

ERNEST G. SCARFONE, Art Director
ROBERT DORIN, Advtg. Mgr. MILTON GORBULEW, Circ. Mgr.

copyright 1955, photography fublishing corp., 33 west 60 st., new york 23, n. t. phone: Pl. 7-3700. Chicago office: 333 n. michican blyd., chicago, ill. phone: andotes 3-7132, 7133. California office: 1140 wilshine blyd., los anceles 17, calif. Phone: Madison 9-2661. Yearly subscription, \$4.00 in u.s.a. and possessions, \$4.50 in canada, \$6.00 in pan-american union and philippines. elsewhere, \$8.00. single copies, 35c, canada, 40c, elsewhere, 75c.

Member Audit Bureau of Circulations

## triumph of optical engineering



LEICA LENSES are the finest you can buy. Incorporating the latest design, the most expensive materials and the most skilled workmanship available in the world today, they are truly a triumph of optical engineering.

LEICA LENSES are coated, color corrected, free from all aberrations. Each is designed for a particular purpose. To get the most out of your LEICA, choose carefully, from the 10 lenses listed below, those that meet YOUR photographic needs.

Summaron 35mm Wide Angle f/3.5	Elmar 90mm Long Focus f/4
Elmar 50mm Standard f/3.5	Hektor 125mm Long Focus f/2.5
Summicron 50mm Standard f/2	Hektor 135mm Long Focus f/4.5
Summarit 50mm Standard f/1.5	Telyt 200mm Telephota f/4.5.
Summarex 85mm Long Focus f/1.5	Telyt 400mm Telephoto f/5

Note: LEICA LENSES are available in screw-mount fitting for "f" model LEICAS or bayonet mount for M-3. Adopters allow use of screw-mount lenses on M-3.

Write today for your copy of "Leica Lenses," new 34-page illustrated booklet.

E. LEITZ, INC., 468 FOURTH AVENUE, NEW YORK 16, N. Y.
Distributors of the world-famous products of Ernst Leitz, Wetzlar, Germany
LENSES · CAMERAS · MICROSCOPES · BINOCULARS

07488

# famous photographer?



CLUES: Represented U.S. on State Dept. good will tour of South America a few years ago. Does color portraits for Chicago Tribune, N. Y. News. Authored book just published by Rand McNaliy & Co. About to appear in her own TV show.



#### WIN AN ENTECO COMBINATION CASE!

Compact carrier case of top-grain cowhide is comparimented to hold your Lens Hood, Adaptor Ring and up to eight

Yen Enteco Combination Cases will be awarded as prizes to the FIRST TEN readers who write in correctly identifying this profile. Name the photographer-also specify what size Combination Case you require—Series V, VI or VII.

CLOSE-UPS are yours with ANY camera when you use an Enteco Proxar Lens! Take portraits. still-lifes, flowers, small animals. Get sharp, detail-revealing shots of anything from a cam to a cat's eye. Enteco's Proxar fits like a filter with no change in exposure. Take color or blackand-white, shoot indoors or out. Available in +1, +2, +3 diopters, all sizes except Series VIII and IX. Price range, \$2.50 to \$4.00.

DISTANCE SHOTS-telephotography for sports events, seascapes, wildlife, etc .-- are yours at low cost with an Enteco Distar Supplementary Lens! Available in -1, -2, -3, -4 diopters, all sizes except Series VIII and IX. Price range, \$2.50 to \$4.00.

Insist on ENTECO for America's finest Filters, Polarizers, Adaptor Rings and Lens Hoods. Better pictures are yours—with ENTECO!



# Can you name this CONFOR BREAK with the editors

#### THIS MONTH'S COVER . . .

Our cover photographer for this month is Chuck Stewart. The startling picture of model and dancer Pamela Perry was taken with a 5 x 7 Ansco View camera, equipped with an 8-inch Commercial Ektar lens. In addition to an overhead bank of incandescent lights. Stewart used a 750 watt spotlight in back of the model and a 500 watt flood from the front.

#### LUCKY STUDENTS . . .

Among the lucky students taking courses in photojournalism this fall are those at the University of Miami, Coral Gables, Fla.

Their professor will be that great picture man Wilson Hicks, who joined Life as a picture editor in the magazine's first year and developed the outstanding corps of staff photographers who serve Life today as well as many others who are now well-known freelancers



VLIP SCHULKE

Wilson Hicks: picture man turns professor

As described by the university, Wilson Hicks' approach will be quite different from that of other photojournalism teachers. "Though most colleges offer courses in the mechanics of the camera and a few tackle the use of the picture, this will be the first outright and thorough study of the 'mentals' of photography. 'Practice in basic seeing', along with interpretation, choice of layout and writing to pictures will be combined along with the study of the picture as a medium of communication."

#### HONORS TO SEUBERT . . .

We don't have enough space to list all the award winners, but just for the record, here are the top prize-takers in the 12th annual News Pictures of the Year competition sponsored jointly by the Nat'l Press Photographers Association and Encyclopedia Britannica: Earl Seubert of the Minneapolis Star and Tribune has been named "Newspaper Photographer of the Year"; Leonard McCombe of Life is "Magazine photographer of the Year; Mau-



Seubert's winner: Personalities, brilliantly shot

rice Levy of NBC. "Newsreel Cameraman of the Year"

A total of more than 3,500 still pictures and 100 newsreel stories were entered by 443 photographers.

In addition to his top title, Seubert also won first prize and a tie with Mc-Combe in the personalities category: second prize in the general news category and honorable mention in the sports category. McCombe also won an honorable mention in the feature cate-

Seubert's top winner in the personalities category was called "Korean Educators". It is a dramatic and beautifully lit picture, distinguished by a forceful grouping of the subjects and effective use of sharp zone of focus. It was taken with a Speed Graphic, f/6.3 Schneider Angulon (90mm) lens, two electronic flash lamps-one main light and one back light placed high and away from the camera. Exposure was 1/200 at f/22.

#### WANT TO BE OSCILLONIC? . . .

Ben F. Lapofsky of Cherokee, Iowa, is a man with an oscillonic approach to photography. He specializes in taking photographs of electronic wave forms which appear on a cathode ray tube screen. He has over 6,000 of these fascinating electronic abstractions in his collection.

Here is his own definition of the term: "Oscillonics is the most advanced development yet shown in the use of electronic oscillography for design. It is the art of composing these patterns by the selection and control of special electronic circuits which may be applied to an oscilloscope. (It also includes the creation of oscillon compositions in color and movement to be shown in motion pictures or by projection instruments.) Art, mathematics, electronics, and photography

(Continued on page 14)

# for superb results



ZEISS

Made in West 1

Contax

You'll fall in love with a Contax the very first time you operate its smooth, precision-crafted controls. And when you actually start shooting and see the splendid pictures you obtain, you'll prize the optical and mechanical superiority of this famous camera.

You have at your command ZEISS lenses and accessories that cover virtually every field.

The Contax all-metal shutter, with speeds up to 1/1250 sec., is practically silent and remains dependable in sub-zero cold and tropical heat.... Sighting and focusing through one eye-piece.... The range-finder is housed in the camera body and has a long-base solid prism which insures lasting accuracy.... The Contax Model III-a has a built-in photoelectric exposure meter that gives fast, accurate readings in even the poorest light.

At leading dealers. Write for literature.

CARL ZEISS, INC., 485 Fifth Avenue, New York 17

#### **NEW STEREO ATTACHMENT**

Interchangeable with all other Contax lenses in the bayonet mount, and coupled to the rangefinder. Proxar lenses permit closeup stereo pictures as near as 8".



Contameter close-up focusing device. Enables you to take pictures instantly with the camera hand-held at 8", 12" and 20". Parallax corrected. Complete with three supplementary lenses.



Panflex reflex attachment and extension tubes permit magnifying subject up to 10x. Field of view and focus may be viewed up to moment of exposure. Image is right-side-up, unreversed.



Reproduction stand for professional and amateur use. Can be clamped to table or drawing board. Focusing head has builtin Tessar f/3.5, 50 mm lens which can be used from infinity to 8".



Zeiss Winkel microscope attachment. Has beam-splitting reflecting prism, focusing eye-piece and adapters for all standard microscopes.

#### COFFEE BREAK

(Continued from page 12)

are all involved in different ways in this new design technique."



The oscillonic approach

A traveling exhibit, Electronic Abstractions, of 50 of these photographs has been circulated by Sanford Mu-seum, Cherokee, Iowa. The Photographers' Association of America showed a group of the pictures at their Chicago convention in August and George Eastman House will soon exhibit the traveling show.

WHAT FILM TO USE? • • •
Do you have a problem in deciding what film to use for what subject matter? Be glad you're not a cinematographer. Herb Lightman, writing in American Cinematographer of Frank Planer's excellent job of cinematography for the current film Not As A Stranger, tells of one small (?) problem and how it was solved:

"Time transitions are covered by several cut montages photographed and edited with sharp impact. One of these includes an eye examination in which a small pen light is used as the main source. The medium shot was photographed on Plus-X, but the screen-filling close-up of the eve had to be shot on Tri-X so that the long lens racked out with an extension tube could be stopped to f/5.6 to insure sufficient depth of field to hold both the front and rear of the eye in sharp focus.

#### STORY OF A DESIGNING WIFE . . .

Each year New York area photographers are invited to join the Peerless Camera Stores Annual Outingfor a day of picture taking and a competition for prizes. This year, the Seventh such trip was taken. The group went to Palisades Amusement Park for the day and competed for \$1500 worth of prizes in color and black-and-white divisions. When the results were announced, one photographic family threw a celebration. The lady of the house Rosalia Zum-

(Continued on page 21)

# "If you want to be a SUCCESS



You're "IN BUSINESS" From the Moment You Begin Your

You're on your way to success as soon as you enroll. Every step - each lesson - gives you the practical, up-to-the-minute, expert knowledge you must have to make good! You'll learn every important phase of photography-and everything you learn is worth dollars and cents to you and your future. In an amazingly short time, you will be ready to take your choice of scores of well-paying specigities—to win a better job. higher income, a studio of your own if you wish, and a secure place for yourself in the photographic field best suited to your Inlents

#### YOUR NYI COURSE Includes These Big Extras:

Photo Almanac: a 264-page book of beautiful pictures, valuable articles, 1000 markets for selling pictures and other features.

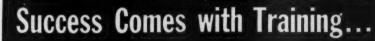
Certificate of Graduation: Identifies you as NYI-trained.

Personal Supervision: Every step of the way, you derive the benefit of personal individualized criticism and advice from our expert pro fessional instructors.

Consultation Service: In training —and after—you may write to NYI as often as you wish, fer help on your photographic problems.

Student's Service Department: Helps you set up your own busi-ness, darkroom, studio, etc., and suggests ways of earning while learning — both during and after your training.

Equipment: Our Sales-Service Department offers expert service and advice in selecting and purchasing cameras and equipment, resulting



# IN PHOTOGRAPHY

IT'S TRAINING THAT COUNTS!



# BUILD YOUR SUCCESS

says Robert P. Leutine

602 EAST 187th STREET, NEW YORKS

"Any experienced photographer could tell you that you need training to succeed in photography. Thanks to NYI's excellent course, I rose to my present position as Assistant Chief Photographer at Burndy Engineering Company—the world's largest manufacturer of electrical connectors. My reputation as a free-lance professional also boomed!

"I can never fully thank NYI for giving me that fraining ... so essential in the competitive world today. The knowledge I received from your top-flight instructors eliminated all gesswork and doubt, gove me the confidence I so badly needed. My highest recommendation and praise go to NYII"

JUNE. 195

#### HOW ABOUT YOU? LET NY! PROFESSIONAL TRAINING QUALIFY YOU FOR A PROFITABLE CAREER IN THE PHOTOGRAPHIC FIELD OF YOUR CHOICE!

Hundreds of letters from successful NYI graduates like Robert Lentini pour in regularly—telling of exciting new careers and high incomes earned right from the start! Today, demand is at its peak for expert photographers and photo technicians. There are thrilling opportunities for a studio of your own, for spare-time photography, for free-lance assignments—at home and abroad. As an NYI Home Study student, you also learn Commercial, Advertising, News, Fashion, Portrait, Bridal—just about EVERY major branch of photography. Best of all, you learn easily, quickly, from top photographic experts in leisure time, in your own home, without losing a moment from your present job. Like Robert Lentini, you too will be paving the way to lifetime security when you learn the NYI way—proved through 46 years of successful teaching experience!

## OPPORTUNITIES — OPPORTUNITIES — OPPORTUNITIES — Await You and Your Camera — a Money-making Team! Read All About it in Our FREE 46th ANNIVERSARY PHOTOGRAPHY BOOK!

From cover to cover in the photo-filled pages of NYI's big FREE book, read about the 90 ways YOU can make money in photography! Here are your tremendous opportunities in one of the most fascinating, fastest-growing fields in the world today! Discover how NYI's unique, learn-by-doing methods develop your talent. You will be in the good company of America's leading photographers—countless successful NYI graduates in the United States and in 67 countries throughout the world! Don't delay YOUR OWN SUCCESS... mail the coupon TODAY!

#### NEW YORK INSTITUTE OF PHOTOGRAPHY Dept. 117, 10 West 33 Street, New York 1, N. Y.

Approved Member, National Home Study Council



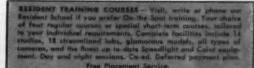
One of America's
OLDEST and LARGEST
PHOTOGRAPHY
Schools
Leadership

VETERANS I Both Resident and Home Study Courses APPROVED FOR VETERAN TRAINING

46th

YEAR

Start Right NOW!



#### SEND FOR FREE BOOK NOW!

NEW YORK INSTITUTE OF PHOTOGRAPHY Dept. 117, 10 West 33 Street, New York 1, N. Y. Please send me complete information regarding

☐ Correspondence Course ☐ Resident Training

Name

Address

Check If eligible under G. I. Bill



To all readers of Modern Photography

To all readers of Modern Photography

This month I caked our Advertising Manager to let me prepare the copy for these pages. I wanted to personally select every item we list and include only like pages. I wanted to personally select every item we list and include only like pages of inventory and hand-picked those that speak for themselved. These are some of the finest buys available anywhere. Of course "used" merchandise is in limited supply, but we are continually getting more in and if we happen to be sold out at the time of your inquiry. I will personally self-that you don't "go away" unharpy. You might tank, why? Well, for one thing that you don't "go away" unharpy. You might tank, why? Well, for one in the your little will be out lift and it to be our biggest year year. I think you, the consumer, will appreciate these 2 goes of listed another. I think you, the consumer, will appreciate these 2 goes of listed and you have nothing to warry dout ... the MINIFIAM name, our 30 and 1 want to the our stand behind every item. You day Free Trial period and 2 full-year Guarantee stand behind every iran. You are your old equipment for cash or use it toward your new purchase for only 10% down and 10% monthly ... you can TRADE. IN make it easy 10 you to buy. It there is any piece of equipment that you interested in and you don't find it listed, please contact me and I'll get you interested in and you don't find it listed. Please contact me and I'll get you make it know you are in a hurry, just call callest of my processible deal.

Because I know you are in a hurry, just call callest of my Because I know you are in a hurry, just call collect at my expense...

Judeon 2-1416. Hope to hear from you soon!



## WANT TO BUY ONE LENS AND HAVE 2?

If you own a LEICA, CONTAX, CANON, NIKON, EXAKTA, PRAKTICA, PENTACON, CONTAX-S or most any other camera with interchangeable lenses . . . write today for our FREE BOOK LET on.how NOVOFLEX ACCESSORIES expand the use of your camera.

THE AMAZING 35mm

NO OTHER CAMERA IN THE WORLD.

LORDOMA

UNDER \$100 OFFERS THESE 3

VITAL, VERSATILE FEATURES!

1. INTERCHANGEABLE

wide angle

2. SINGLE WINDOW for

viewing and rangefinder focusing

RAPID LEVER shutter

rangelin LENSES

DO YOU KNOW WHAT YOUR CAMERA CAN REALLY 00? ONLY \$8.95 GETS YOU



Manager

1½" f1.4 | SPECIAL! | 1½" f3.5 | 1½" f3.5 Foc. Mt. 11/2" 12.5 Foc. Mt. 11/2" f1.9 Foc. Mt. 11/2" f1.5 Foc. Mt. 7mm f2.5 K.A. 6mm f1.9 W A

CONTAFL Automatic Single-Lens Reflex

FREE UNIVERSAL ZOOM FINDER

GUARANTEED

complete set of LEIGA LENSES 35mm 13.5 Summaron Wide Angle
 90mm 14 Elmar Telephoto

\$254 Volue All for \$13950

MOVIE LENSES

ted ever 100 fine imports and selected enly t we are sure are top-quality, needle-sharp ion made in every detail.

8mm

\$29.95

11.95

14 05

22 95

28.75

26.50

Reg. \$169.50 SPECIAL \$859 . 12.8 Ctd. Zeiss Tessar

# Automatic Diaphragm MX Flash Synch.

MOST SENSATIONAL TELEPHOTO VALUE WE'VE EVER OFFERED!

ith 12.8 LORDON Lans, for EXAKTA, PRAKTICA, CONTAX, PENTACON, etc. Only \$89.95 ARCO TELE-COLINAR 135mm 13.5 ctd. PRESET lens Reg. \$34.95 SPECIAL Reg. \$34.95 SPECIAL RAND NEW \$4850 BIGGEST ACCESSORY BUY

#### 16mm 3-LENS

The only 16mm camera under \$1200 with 1. Fellow facusing thru the-lens



SUPER 16 DELUXE with

10mm f1.9 Berthiot Cinor Super Fast, Super

25mm f1.5 Berthiot Cinor Speed Normal 75mm f2.5 Berthiot Cinor High Speed Telephoto Only

RRAND NEW **Complete \$704.00** 

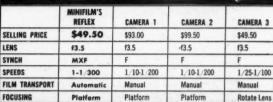
\$7040 Down

#### NORWOOD FLASHRITE (for flashbulbs) or HORWOOD SPEEDRITE (for electronic flash) ONLY Reg. \$11.95 \$349

FOR YOUR CAMERA!

NORWOOD FLASHRITE

### FIRST AUTOMATIC. PRECISION REFLEX PRICED AT A FRACTION OF ITS NORMAL VALUE! COMPARE THESE FEATURES...



YOU'VE COMPARED .. NOW YOU KNOW -YOUR BEST BUY IS MINIFILM! ONLY

#### FREE COURSE ON PRAKTICA PHOTOGRAPHY RAKTICA FX BRAND 0 0

\$5350 contacts on front of cam-era - f2.9 Ctd. Praktica Lens-Reg. \$99.50.

f1.9 Coated Primoplan Preset Lens. 84.50 12.8 Coated Tessar Preset Lens.....78.95 f2 Coated Biotar Lens... Leather Eveready Case\_ 99 95 Special Synchro Flash, 8.50 Prism Finder... 7.95



15pc ARGUS C3 OUTFIT

All Brand New Including TELEPHOTO and REGULAR 13.5 CTD. LENS FLASHGUN - CASE -6 ROLLS BAW FILM - 3 FILTERS - SUNSHADE & FILTER HOLDER

REG. \$102.50 YOU SAVE \$22.50



## WORLD'S FINEST

o good to be true: tes, nor than factory went haywire a sture... perfecting to a poin a market. We promised to ke or European market, and me SO YOU'RE THE BENEFACTOR

Built-in Photo-Electric Meter

Auto-rapid advance lever

OF SPEEDRITE METER Matched 13.5 Stein heil Cassar lenses The Rangefinder alone is worth the price! especially cor-rected for color Coupled R.F.

 MX Prontor SVS
Shuttere Pin-seal trimmed chrome body

13.95

priced at **79**50 BRAND NEW

## HERE IS THE EXPOSURE METER YOU HAVE ALWAYS WANTED!

WE SEARCHED BELOW OUR BUYERS SCOURED AT HOME

WE TESTED FOR ACCURACY FOR SIMPLICITY FOR PRECISION CONSTRUCTION

WE FOUND IT! NATIONALLY ADVERTISED FAMOUS NAME **EXPOSURE METER** 

WHOLESALE AT SAVINGS 50%

NOW Reg. Value 7 95 BRANI \$22.50 WITH CASE

See additional MINIFILM-BUYS in U.S. CAMERA & POPULAR PHOTOGRAPHY

INIFILM → 10% DOWN! → 30 DAY FREE TRIAL!

Where Customers Become Friends



#### HERE'S ALL YOU HAVE TO DO

1. Select the equipment of your choice at the prices shown in column one for new equipment or column two for used equipment.

2. If you have equipment to trade, check if it is represented in listing and deduct the allowance shown for use of the column of

-					
	Len	ses f	or LEI	CA	· ~~~
	CANON	COL	NTAX;	NIKO	N
Fa			New	Used	Trade-ia
28mm f3.5	Nikkore W.A		.\$149.50	\$ 97.50	\$ 70.00
35mm f3.5	Nikkorg W.A		. 97.50	57.00	40.00
35mm f3.5	Summarong W.A.		. 96,00	57.25	40.00
50mm f1.4	Nikkorg		. 199.50	118.00	80.00
50mm F2 S	ummitar		. 88.00	62.95	40,00
50mm f1.5	Summaritg		. 177,00	109,95	80,00
	Serenarg			137.50	110,00
	onnarg Tele			99,50	75,00
	Elmarg			58.00	40.00
	e Material		147 00	84 68	70.00

90 12 13	mm f4 5mm f2 5mm f3 5mm f4	Sonnarg Te Elmarg 5 Hektors 5 Nikkorg. Serenarg				147,00 145,00 106,00	99,50 58,00 96,50 85,00 69,00	75.00 40.00 70.00 62.00 50.00
20 40	0mm f4	5 Telyte 6 Novoflexs Lense	s for	EXA	:: KT	A, C	ONTAX	75.00 85.00 D,
35	mm f2,5 mm f3.	Angeniews Cassaron	gr		\$	New 99,50 49,50	Used To \$ 56.95 : 31.00	

	New	Usea	Trade-In
35mm f2.5 Angenieuxg\$	99.50	\$ 56,95	\$ 45,00
40mm f3.5 Cassarong	49,50	31,00	20,00
50mm f2.8 Westanar Auto Diag	69.50	44,50	30.00
50mm f2 Biotar presetg	125,00	63.95	
75mm f1.5 Biotarg	216,50	93,95	70,00
90mm fl.8 Angenieuxg	149,50	95,95	75.00
90mm f4 Sun presetg	64,95	33,50	25.00
135mm f4.5 Steinheilg	60,00	37,00	22,00
135mm f3,8 Sung	59,50	29.50	
135mm f3.5 Tele Colnar presetg	84,95	44.00	30,00
	84,95	49,50	35,00
240mm f5.5 Tele Xenarg	115.75	78,00	55,00
400mm f5.6 Novoflexg	189,50		85,00
400mm f5.5 Tele Megarg preset	199.50	137.50	100.00

ACCES. FOR IMPO	RTED	CAM	ERAS
-	New	Used	Trade-in
Leitz Focaslide	36.00 : 39.00	23,00 24,00 16,95	\$ 15,00 16,00 12,00
Zeiss Revolv. Univ. Finder Novoflex for Exakta, Pentacon, etc.	80.00 34.50	42,75	30.00 15.00
Novoflex Reflex Housing for Leica- Contax Novoflex tripod and Stereo Rackover	110,00		55,60
Novoflex Universal Panoramic attach.	11.50		12.00

LEICA CONTAX NI	KON	CAP	NON
7-0-	New	Used	Trade-in
Contax   f2.8 Tessar	S	46,00	\$ 25.00
Contax III f2 Sonnar		99,50	75.00
Contax IIA f2 Sonnarg"	45,00	156.95	125.00
Contax IIIA f1.5 Sonnarg* 4	12.00	196,00	185,00
Leica IIIA f2 Summar		84,50	65.00
Leica IIIC f2 Summitarg		124.00	100.00
Leica M3 f1.5 Summarite 4	68.00		230.00
Nikon S2 f2 Nikkorg			150 00
Miles 43 4 Milheurik	20.00	249 80	100 00

VA	-35MM	SINGLE	LENS	REF	LEX
			New	Used	Trade-in
Contaffex f2.	Tessar Auto	R.F	169.00	85,95	\$ 79.00
Exa f2.8 We	estar MXg		85,00	44.95	35.00
Kine Exakta	f3.5 Tessarg*			69.95	50.00
Exakta VX 1	1.9 Auto Xeno	m	341,70	195,95	155,00
Exakta VX f	2 Auto Westag	100	279.50	169,00	140,00
Contax D f2	Biotar P.S.g*		199.00	118.95	80,60
Praktica FX	f2.8 Westar N	X¢	99,50	42.50	30.00
Praktica FX		. MX	169.50	84,00	65,00
Praktiffau 69	Rintant		89 88	40 00	48 40

	35	M	٨	٨	C	AME	RAS	
						New	Used	Trade-In
ous C-3 RF case and	flash				.s	66,50	\$ 32.00	\$ 28,00
H Foton f2 RF MX.							265,00	200,00
Isey B22 f3.2 RFg*.						69.50	35,50 39,50	30.00
ntessa f2.8 RF meter	r M)	Kg*					83.95	60.00

B&H FOLON 12 KF WA 498.00	203,00	200.00
Bolsey B22 f3.2 RF¢* 69.50	35,50	30,00
Kodak Bantam R.F. f3.9g 56.75	39,50	30.98
Contessa f2.8 RF meter MXg*	83.95	60.00
Kodak Retina 111C f2. RFg185.00	117.00	85,00
Kodak Pony 828 f4.5 C* 29.50	17.00	12,00
Graphic 35 f3.5 RF Case & Flash 89.50		45,00
Kodak Retina IIA RF MXc	71.50	60.08
Kodak Signet f3.5 Ektar RFC*		
case and flash 70,00	44.75	35,00
Minox 111S chain & case* 139,50	78.95	60.00
Mercury 11 f2.7g*	18.95	12.00
Robot 11 f2 Biotar Rap Seq	54.00	30.00
Robot Star fl.9 Xenon Rap Seq.g*., 127,50	78.95	55.00
Voigt Prominent 12 RF MXg 220,00	131.50	100.00
Voigt Vitessa f2 RF MXg 127.50	82.50	55.00
Voigt Vito 11 f3.5¢* 54.50	34,95	15.00

Realist 45 f3.5c	1000	-	35	MM	STER	EO C	MER	AS
Revere f3.5 RFg*						New	Used	Trade-in
Stereo Realist f3.5 RFg* 159.00 66.50 55.00 Stereo Realist f2.8 RFg* 192.50 119.60 95.00	Kodak f3.5 Revere f3.5	RF				174.50		60.00
	Stereo Rea Stereo Rea	list f	3.5 R	Fg* RFg*		. 159.00 . 192.50	66,50 119,60	55.00 95.00

21/4×21/4 DEFLEX CAMEDAS

Z/4XZ/4 KUILEX CAMEKA				
	New	Used	Trade-in	
	Ciroflex E f3.5/400g*\$ 99.50	\$ 58.00	\$ 15.00	
	Ciroflex F f3.2 MXg	67,50	45.00	
	Hasselblad Super Wide Angle f4.5., 489.50	369.50	270.00	
	Ikoffex IIA Auto f3.5 Tessar MXg* 126.00 Kodak Reflex II f3.5g*	73.95 57.50	60,00	
	Ricohflex VI f3.5¢*	22,00	15.00	
	Rolleicord V f3.5 Xenar MXc 134.55	88.50	70.00	
	Rolleicord III f3.5 Xenarg*	59.95 88.95	45.00	
	Auto Rollel IIB f3.5 Tessarg*	107.50	85.00	
	Auto Rollei III f3.5 Xenar MXc 217.50 Auto Rollei III f3.5 Tessar MXc*232.50	115,95	95.00	
	Auto Rollel 2.8 C f2.8 Xenctar MXg. 291.50	182,95	150.00	

#### MINIFILM COLOR **LABORATORIES** SPARKLING COLOR PRINTS

2x31/4	-Usually	35c	-Our	Price	25c	ed.
21/2×3	1/4-Usually					
31/4×4						
4x5	-Usually					
5x7	-Usually					
8x10	-Usually	3.00	-Our	Price	1.85	ed.

#### 24 HR. COLOR FILM DEVELOPING

35mm Ansco Coler mtd. \$1.00-3 for \$2.70 35mm Ektachrome mtd. \$1.25-3 for \$3.25 35mm Anscochrome mtd. \$1.25-3 for \$2.75 120/420 Ektachrome or Ansco-\$1 per roll

Slide Duplicates for \$1.00 - 25 FOR \$4.00

16		ROLL	FILM	CAN	MERA	s
-				New	Used	Trade-in
Codak Chev	ron f3.5	RF 800 1	MX	\$198,50	\$129.50	
Polaroid H	ighland	er		69.95	42,50	30.00
Polaroid Da	thinda.	E4 6 06	******	89.75	30,95	30,9

Super Super	Ikonta Ikonta	BX	f2.8 f3.5	Tessar	RF	MX.		99.95 77.50	7:
	_								
				PRES	S	CA	MERA	5	

and the same of th	New	Used	Trade-in
45 Ann. Graphic RF f4.7 lens		\$ 95.95	\$ 75.00
21/4x3% Bertram f3.5 Xenar Multi-			
focus R.F	\$495.00	339,50	340.00
	389.75	206.95	165,00
21/4x31/4 Pacemaker Speed f4.5 KRFg*	313.95	146.95	120.00

## MINIFILM CAMERA CORP.

1190 AVENUE OF THE AMERICAS . NEW YORK 36, N. Y. Dept. M I (bet. 46th & 47th Sts.) JUdson 2-1416

#### SLIDE PROJECTORS

*Blower cooled	Maur	Hand	Trade-in
"Blower cooled	racw		
Argus PB 300, case*\$	48,30		\$ 20.00
GoldE Coronet 300 W, case*	44.75	21,95	15,00
Kodaslide Signet 300W*	59,50		30.00
Kodaslide Table Viewer 4x		27.00	20.00
LaBelle 22 Automatic 200 W*	69,00	46,50	35.00
LaBelle Director 300W Auto*	59.50		30,00
Revere 555 500W Auto Case	79.50		40.00
SVE Instructor 300 W slide & strip*	89,58	57.50	40,00
TDC Model D 300W Semimatic*	67,50	31,95	25.00
TDC Duo 300W 21/4*	67,50	33,95	25.00
TDC Stereo Projector View 386W* 1	144,50	96,50	70.00
Viewlex V33L 300W Auto*	67.00	38,95	30,00

P			
600	8MM	CAMER	A5
-		New	Used Trade-in
B&H 134V #2.5c		\$ 89.95	\$ 40.00 \$ 30.00
B&H 252 f2.3 Monte	ereyg	59.95	38,95 28,00
Bolex 8mm Pancinor			141.95 110.00
Cine Kodak Magazine	f1.9g	149,50	68.95 60.00
De Jur Fadematic fl.	96	149.50	92.95 65.00
Keystone K-32 Olympi	ic f2.5g	79.95	45,95 30,00
Revere 88 f2.5g		74.00	
Revere B63 f2.5 Mag	Turg	142,50	83,95 58,00
Revere 50 f2.8c	*********	49.50 74.00 97.50	23.95 18.00 32.95 25.00 42.95 35.00 83.95 58.00

8MM P	ROJECTO	DRS	
alle of	New	Used To	rade-In
	\$149.95	\$ 84,50	\$ 60.00
B&H Monterey 500 W Case	99.50	49.95	35,00
Bolex M-500 W Case	169.50	112.00	85.00
De Jur 1000 W Cordomatic Case	177.50	104.95	85,00
Keystone K70C Brightbeam 500 W	Case 69.95	39.95	30,00
Keystone K109 750 W Splicer C	ase., 159.50	88.00	65.00
Keystone K100 500W Case	99.95	69.00	50,00
Kodak Brownie 300 W Case	62,00	39.50	30,00
Revere 85 500 W	114.50	58.95	45.00
Revero 00 755 W	125.00	20 35	50.00

TOMM CAN	IERAS
N	lew Used Trade-In
Arriflex 16 (complete 3 fenses)\$199	0.00\$1300,00\$1000.00
B&H 200 f2.5 Mags 17	4,95 108,00 85,00
B&H 70DA f1.9 Tur	149.00 110.00
Bolex Stereo	145.00 75.00
Bolex H16 Leader f1.9 Turg 26	9.50 149.00 120.00
Cine Kodak K100 fl.9 26	9.00 130.00
Cine Kodak Royal Mag, fl.9g 16	9,50 104,50 80,00
Keystone A15 Newport fl.9 Turret 19	9.50 100.00
Keystone A12 f1.9 Ture 15	59.50 97.00 70.00
Keystone KS0 f2.5 Magg 12	29,50 82,50 60,00
Pathe Super 16 Turg 45	0.00 229.00 180.00
Revere 16 f1.9 Magg 18	12.50 87.00 60.00
Revere C101 f2.5 13	9.50 70.00
Victor IV fl.9 Tur	99.00 65.00
Vistascope Outfit Case 12	5.00 65.00

16MM PROJECTORS	
New Used	Trade-Is
Ampro Imperial 1000 W Case\$299.50 \$197.00	\$150.00
Bolex G-8-16 750 W (8mm & 16mm)., 339,50 235,00	150.00
B&H 273A Statesman 750 W Case 199.95 117.50	90,00
B&H 173 Diplomat 1000 W Case 299.95 185.00	135.00
Keystone A82 750 W Case 139.50 75.50	60,00
Keystone K161 750 W Splicer Case., 159,50 85,00	65,00
Kodascope Royal 1000 W 240,00 164,00	115,00
Revere 48 750 W 160.00 95.00	60,00

-					
03	16MM	SOUND	PRO	JECTO	ORS
-5			New	Used	Trade-in
Ampro	DeLuxe Stylist		\$419.85	\$265.00	\$185,00
RAH 2	Premier 40 100	0 W Case	. 579.00 449.05	397,00 249 50	250,00
B&H 2	85 B1 1000 W Ca	198	514.95	319.00	230.00
Movie	02C 1000W Magr Mite 63LM 300	etic Case	275.50	163.00	375.00 115.00

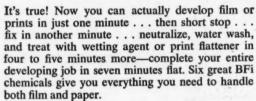
Prompt Free appraisal and Quotation will be gladly rushed to you by return mail. Mail Orders promptly filled. Paid or C.O.D., F.O.B. New York. Note: On C.O.D. kindly Include 10% Deposit on Order. Include Postage. Prices Subject to change.

Please rush me the follow	Price
Dept. M1	Prico
Enclosed is balance due	dave regulard
Ship Equipt. C.O.D. (10%	down required)
Neme	
Address	***************************************
	ZoneState
Please send TIME PAYME	NY & Information.

# NEW! UNBELIEVABLE!

...yet performance is PROOF





BFi's revolutionary 7-Minute Developing Process brings you unheard-of developing speed—and actually improves quality. You get all the intermediate tones—with a tone step range that compares with any fine grain developer, plus far better detail in shadow areas. Best of all, there's nothing complicated about the process—nothing that's any more critical than the very simplest developing method you've ever used. And here's still another advantage! You'll actually save money, too. One quart of BFi No. 80 One-Minute Developer, for instance, will treat 200 4" x 5" negatives without replenishing.

#### New ease in COLOR DEVELOPING, too!

Now! The new BFi 7-Minute Processor simplifies your color developing—when used with any color chemical kit. No additional equipment is necessary. Proper temperature is easily maintained with the processor's water jacket and hose inlet-outlet arrangement. This, plus the seven cups for chemicals, the transparent film reel which permits easy color flashing, and the other features of the processor—make it a natural for color developing.

#### BFI 7-MINUTE PROCESSOR

Here's the equally new, equally amazing polystyrene BFi 7-Minute Processor. You'll find it eliminates the need for trays or a sink—does the job of a daylight developing tank for every step of the roll film developing process, including washing. Separate removable cups for each solution, plus an ingenious revolving lightproof lid and a specially designed plastic roll film holder, a water-jacket tank, and agitator rod make the system ideal for darkroom beginner and expert alike. Sturdy. Precision molded. 15" diameter. Chemicals can be stored in the processor, ready for instant use!

#### SPECIAL INTRODUCTORY OFFER

Get the BFi 7-Minute Processor and chemicals for the price of the processor alone—see your dealer or write BFi for full information today!

BFI No. 80 ONE-MINUTE FILM DEVELOPER

BFI No. 90 ONE-MINUTE FIXER

BFI No. 34 ONE-MINUTE HYPO NEUTRALIZER

BFI No. 40 30-SECOND WETTING AGENT

BFI No. 84 ONE-MINUTE PAPER DEVELOPER

BFI No. 20 PRINT FLATTENING SOLUTION



## **BROWN-FORMAN INDUSTRIES**

LOUISVILLE 1. KENTUCKY

A Division of Brown-Forman Distillers Corporation



## with the HEILAND

## STROBONAR® SEVE

mera. Those compact in size it gives plenty of evenly distributed light, with a guide number of 55 for new Ektachrome.
Light duration is only 1/2000 second, which "freezes" motion and eliminates all worry about camera and subject movement regardless of shutter speed!

Best of all, the Strobonar Seven flashes your pictures for one cent or less each—so you can afford to take all your pictures the professional way
...with direct flash, "bounce," or "fill."

## Choose the Exact Power Pak You Need



#### FOR PROFESSIONAL USE

to PAR. One 510 volt battery res maximum performance r day-in, day-out use. Recycles 3-5 seconds. Pak is small ough to slip in coat pocket wear on belt.

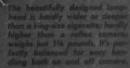


#### FOR AVERAGE USE

D PAK. Four 20-cent batteries give consistent performance and most economical battery operation for intermittent amo-teur use. Recycles in 15-20 seconds. Pak belts around waist or hangs from shoulder.



AC PAIL. The most economical method of shooting indoor flash pictures. Powered by ordinary household current. Two 10-foot cords let you move freely around



Heiland I



# The Voigtlander **VITO B** a Great Voigtlander Lens Automatic Film Transport



The Voigtlander VITO B 35mm Camera does everything...goes everywhere...catches what you see in thrilling color or black-and-white. And it's easy to operate: With just one motion the film is transported, the exposure counted, the shutter set, the double-exposure-prevention locked in place, and you're ready for the next picture. That great Voigtlander Color-Skopar f/3.5 lens means you get sharp pictures from corner-to-corner. Flash synchronized Prontor SVS shutter, with speeds to 1/300th and bulb. Direct optical viewfinder. Simplified far or near "zone" focusing. You can work as close as 33 inches. "Pop-up" film rewind knob. And 8 other outstanding features.

**VOIGTLANDER VITO B.......** With Voigtlander Color-Skopar f/3.5 lens in Prontor-Synchro Shutter; speeds to 1/200th plus Bulb. **45.50** 

VOIGTLANDER VITO B........With Voigtlander Color-Skopar f/2.8 lens in Prontor SVS Shutter; speeds to 1/300th plus Bulb. 68.75



WILLOUGHBYS

110 West 32nd Street, New York 1, N. Y. LOngacre 4-1600

#### COFFEE BREAK

(Continued from page 14)

pano (Mrs. Walter Sarff) had taken first prize in the black-and-white division. Following closely, on her heels was second prize-winner, Mr. Walter Sarff. Mrs. S. is by the way of being a highly successful clothes designer and Mr. S. pays for the butter and eggs with his work as a commercial photographer.



First prize:
by a photographer's wife



Second prize:
by a designer's husband

#### COMING NEXT MONTH . . .

• Giant issue of Picture-Taking Ideas! No matter what kind of camera you use or what the stage of your skills, there is something here for you.

 Sandwich Your Negatives. Al Francekevich shows a fascinating darkroom technique for making one picture out of two. Good darkroom fun!

 Reflections in Color. Reflections present technical problems to the novice. Here's how to focus, how to expose for perfect color results under varying conditions.

 Shooting Through Binoculars. Long distance shots can be made by shooting through binoculars. Here's the complete story.

 Weegee shows you how to make photo-caricatures in your darkroom from straight portraits.

• How to Use Supplementary Movie Camera Lenses.



# Dowling FIFTH AVENUE

from your darkroom activities with the finest nacing activities with the finest nacing to the state of the fun in photography is in making your own enlargements. And you'll get more enjoyment purpose: Omegal Omega enlargers are available in a choice of models, designed to satisfy the most exacting requirements of every hobbyist and professional. Headquarters for . . .

Automega E-5 w. Conden's. 284.55 Cash or 28.45 Down Automega E-5 w. Conden's. 284.55 Cash or 28.45 Down Automega E-5 w. Colorhead 301.55 Cash or 30.15 Down Automega E-5 w. Omegalific 304.75 Cash or 30.47 Down

Extraordinary NEW Omega 120 Camera

Supersensitive, pin-point accurate rangefinder 
Retractable pressure plate for unvarying film flatness

New steady-grip design and oversized controls for touch-system operation 
Automatic parallax compensating viewlinder 
Automatic resetting action 
Grisp 2/4: "X 2½" negatives on economical 120 roll film. 
With Omicron coated f/3.5 lens in Rapax X synch shutres 1239.50 Cash or \$23.95 Down; or with Omicron coated f/3.5 lens in Rapax full synch' shut-ters 258.50 Cash or \$25.85 Down.

Selected Omega 120 Camera Accessories
6-shot Omegaflash \$49.50
Leather Compartment Case \$25.50
Aluminium Carry-all Case \$49.50

Shoot flash the modern way: The MIGHTY LIGHT way!

Forget—forever—costly, clumsy flash bulbs!

\$54.95 Cash or \$5.49 Down

MIGHTY LIGHT Standard BATTERY unit with batteries 69.95 Cash or 6.99 Down MIGHTY LIGHT Standard COMBINATION unit (AC, Battery Pack, Rejuvenator) 99.95 Cash or 6.99 Down MIGHTY LIGHT DELUXE AC unit 69.95 Cash or 6.99 Down MIGHTY LIGHT DELUXE BATTERY Unit with

MIGHTY LIGHT DELUXE BATTERY Unit with batteries MIGHTY LIGHT DELUXE COMBINATION unit (AC, Battery Pack, Rejuvenator) 104.95 Cash or 10.49 Down Famous MIGHTY LIGHT Close-up Ring replaces the regular flash tube. It's a patented ring light fitting around the lens of any camera. The "cold light" gives clear, sharp, shadow-less close-up pictures. Physicians and dentists can use the Close-up Ring within inches can use the Close-up Ring within inches can use the Close-up Ring within inches can use the Close-up Ring within the component of a patient's eyes without creating discomfort. The accessory Close-up Ring (used of course with your basic MIGHTY LIGHT) is priced at only \$39.95 Cash or \$3.979 Down.
Inquire also about MIGHTY LIGHT Slave Unitst

# AURICON Cine-Voice

YOU can produce lamm talking pictures the Hollywood way! While "shooting" the Cine-Voice camera simultaneously photographs a sound track along one film edge. The film cost, black and white or Kodachrome, is identical to silent types. Magnetic striping is not required, saving you both time and expense, Best of all the processed film plays perfectly lip-synchronized on any lamm sound projector! Compact and easy, to operate — either from house current or portable power pack — your Cine-Voice outfit is furnished complete as illustrated. Standard "C" mount lenses only are optional. only are optional.

Whether for home enjoyment or professional use, the Cine-Voice opens a new world of sound pictures . . . write for free Auricon brochure or order from DOWLING'S Fifth Avenue today!

Cine-Voice, Single Lens Model, \$695. Cash or \$67.50 Down; Cine-Voice, 3 Lens Turret Model, \$784.50 Cash or \$78.45 Down;

Auricon Super-1200, 1200' capacity,' \$4652.15 Cash or \$465.21 Down.

Just out! All-new Auricon-Pro, 600' capacity, model \$1165. Cash or \$116.50 Down.



#### Schools, Churches and Industrial Users . . .

Dowlings

Write D. F. A

Please write Industrial Division, DOWLING'S Fifth Avenue for quo-tations and assistance with your individual problems . . in sound movie-making or any phase of photography!

#### honica 1956

More quality features than any camera in this price range!



Fifth Avenue

This unusual camera is made to order for the photo fan who is a comparison shopper. Superbly designed, it boasts many features found in only the most expensive cameras. Its precision workmanship is a product of one of the world's oldest and largest manufacturers of fine photographic equipment

Some of the unique KONICA II features are:

You only use a single fingertip for focusing.
You only use one eyepiece for focusing and viewing.
You get more shutter speeds (9 speeds to 1/500 sec.)
You get the fastest, finest lens in any carnera under \$100 (the famous 12.8 Hexanon).

Now only \$89.75 Cash or

\$8.97 DOWN!

Leather eveready case for KONICA II ..... Autoup (20" to 40") .....

Sunshade

I "pays" to order your new KONICA II directly from DOWLING'S Fifth Avenue. Your order will be expertly packed for shipment, with safe arrival guaranteed. Take advantage of our famous Air Service, if time is short. Chances are this will make your new KONICA II not more than a day away—whether you live in Tacoma or Tallahassee! Yes, we are usually "closer" than a local store. Most important: We have it in stock; and your purchase is backed by our unconditional guarantee of satisfaction, or your money back within 30 days. Always shop the easy way—the D. F. A, way—by mail! It's a good habit!

# LIFETIME GUARANTEE

# Dowling's NEW YORK 10. N. Y

IT'S ECONOMY TO START WITH THE FINESTI

Good movice equipment is a lifetime investment. Because of D. F. A.'s Easy Payment Plan, you can afford to own the best away Wherever you may live, you'll find it pleasant to shop by mail from DOWLING'S Fifth Avenue. Quick, confidential credit arrangements plus fast, personalized service actually may bring us "closer" to you than your local store. Whether you live in Floride, Nebraska or California — or are a G. I. overseas — you'll find that D. F. A. delivers it quickly and, above all, delivers it "right!"

#### ALPA the ALL-IN-ONE 35mm Camera

Optional Focusing: Single-lens reflex groundglass or in-dividual, single-window, cou-pled rangefinder AND multi-focal, "sportstype" viewfinder.

\*\*Unsurpassed Optics: Every-one of the coated, high-resolv-ing power ALPA lenses (wide angle through 3750mml) is in-

angle through 3750mm!) is in-dividually tested, carries an un-conditional guarantee. Choice of click stops or FULLY auto-matic diaphragm with 50mm

lenses.

• Are you a perfectionist?

Here's your answer: The superlative Kern Switar 50mm coated

f/I.8 APOCHROMAT, the only lens for 35mm cameras correcting all 3 primary colors, including red. Gives critical definition even at full aper-



Unique Eveready Case: Holds ALPA with wide angle, 50, 75 or 90mm lens; plus sunshade, filters and exposure meter.

ture, f/1.8 (200 lines per mm.).			(Prism	
Your Choice of Lens     Determines Price of Camera	ALPA 5 (Prism Reflex)	10% Down	Reflex & Range- finder)	10% Down
Old Delft Alfinon 50mm coated f/2.8.		\$30.90	\$347.00	\$34.90
Schneider Xenon 50mm coated f/1.9				
with FULLY automatic diaphragm .	389.00	38.90	429.00	42.90
Kern Switar 50mm coated f/1.8 APOCHROMAT	419.00	41.50	459.00	45.90



Just

Released

Bolex Combination G8mm-16mm Projector

Just out!—2 superb new Pan Cinor DIRECT THROUGH-THE-LENS VIEWING zoom lenses for 16mm cameras. . . Pan Cinor-70 (17.5 to 70mm) 449.50 Cash or 44.95 Down Pan Cinor-100 (25 to 100mm) 750.00 Cash or 75.00 Down

The new Nikon S2

with all features Vou want in a 35mm cameral

.339.50 Cash or 33.95 Down

Life-size, combined range-viewfinder

Life-size, combined range-viewfinder Luminous composing frame in finder Rapid, single-stroke film transport Hi-speed film rewind I sec. to 1/1000th sec., plus time and bulb I2 shufter speeds from I sec. to 1/1000th sec., plus time and bulb Positive synchro selector for all flash bulbs, all shutter speeds; also for electronic flash Removable back and fixed take-up spool for easy loading Tripod socket built into camera body — avoiding undue strain on base Standard PC flash terminal with clip lock 1/4-turn bayonet lens mount for instant lens interchangeability Finger-tip controls all conveniently located on top of camera

NIKON S-2 with famous Nikkor coated f/2.0 lens \$29.50 Cash or \$29.95 Down; or with famous and ultra-fast Nikkor coated f/1.4 lens \$345. Cash or \$34.50 Down. Eveready carrying case \$10.50.

Nikkor Wide Angle and Telephoto Lenses

25mm f/4.0	\$169.50 Cash or \$16.95 Down
28mm f/3.5	149.50 Cash or 14.95 Down
35mm f/3.5 35mm f/2.5	87.50 Cash or 8.95 Down
85mm f/2.0 with sunshade	175,00 Cash or 17.50 Down 299,50 Cash or 29,95 Down
105mm f/2.5 with sunshade	152.50 Cash or 15.25 Down
Nikkor 135mm f/3.5 for Exakta	
Write D. F. A. today for FREE Nikon bro	ochure!



Photographic History in the Making with the Extraordinary New 1956

### RECTAFLEX

- Brilliant Eye-Level Ground Glass Focusing PLUS

- Brilliant Eye-Level Ground Glass Pocusing recospilitimage rangefinder program to 600mm Built-in Synchronization—for flashbulbs and electronic units Cartridge to Cartridge Film Feed Unconditional Lifetime Guarantee on chronometer-jeweled shutter mechanism and shutter speeds

#### 1956 Rectaflex with coated lens indicated:

1100 1100101100		
50mm Schneider Xenon f/2.0		or \$32.95 Down
50mm Angenieux (pre-set) f/1.5		
40mm Makro-Kilar E f/3.5 (4" to infinity)	. 364.75-Cash C	36.47 DOWN
40mm Makro-Kilar D f/3.5 (2" to infinity)		38.77 DOWN
1956 Rectaflex Rotor (Turret) with pistol gri	p	

Selected Rectaflex Acce	in			
28mm Angenieux f/3.5 lens	\$120.00	Cash	or \$12.00	Down
35mm Angenieux f/2.5 lens	99.50	Cash	or 9.95	Down
40mm Makro-Kilar E f/3.5 lens		Cash (	or 8.99	Down
40mm Makro-Kilar D f/3.5 lens		Cash (		Down
90mm Angenieux f/2.5 lens	84.50	Cash		Down
90mm Angenieux f/1.8 lens	149.50	Cash (		Down
135mm Angenieux f/3.5 lens		Cash		Down
135mm Angenieux f/2.5 lens	169.50	Cash		Down
400mm Kilfitt f/5.6 lens				Down
Camera carrying case		Cash (		Down
Microscope adapter		Cash		Down
Bellows attachment	75.00	Cash	or 7.50	Down



## ) muling A 175 Fifth Avenue NEW YORK IO. N. Y



Just released! . . . Brand new 1956 CLIPPER

With Exclusive MONOMATIC CONTROL

#### The CLIPPER

(Don't confuse with discontinued Dual Track **Dual Speed** \$129 50

Cash or only \$12.95 Down

- · Plays in any position!
- Simplest to operate
- · High fidelity performance
- \* 2-speed, 2-hour operation

THE SUPERB Pentron PORTABLE TAPE RECORDER



DOWLING'S

Fifth Avenue also features Pentron Multi-speed Portable

Pentron Multi-special Tape Recorder. \$187.50 Cash or \$18.95 Down Pentron 3 Speaker High Fidelity Tape Recorder for life-like di-massinal presence. mensional presence. \$225.00 Cash or \$22.50 Down

Hi-fi enthusiasts! Write D. F. A. for free brochure on Pentron low cost high fidelity tape components for portable use and custom installations!



Now, like never be-fore, you hold fine photography in the palm of your hand with the incredible GAMI 16. Take it any-where, anytime for where, anytime for automatically perfect pictures of every kind ... and fully detailed

**Automatic Exposure-Meter Picture Control** 

Only camera combining exposure meter, viewfinder, rangefinder, parallax corrector in adjusting eyepiece viewer & Focusing from 20" to infinity & 6-element f/1.9 coated Galileo lens & Click stop to f/11 & Speeds from 1/2 to 1/1000th & 3-exposure rapid sequence shooting & Front cover winding & Built-in yellow filter & Negative size of two frames on standard Ismm film & Daylight loading of 30 exposure black and white or color cassettes & Full flash synchronization & All metal construction & Satin aluminum finish & Complete line of accessories & A precision masterpiece manufactured by Galileo, Italy

\* Including carrying case \$ \$340. Cash or

4. Down

Order directly from DOWLING'S Fifth Avenue, New York, for immediate air shipment!

ALL EQUIPMENT LISTED IN THESE SPECIAL D. F. A. PAGES IS BRAND NEW - FACTORY PACKED, FULLY GUARANTEED BOTH BY THE MANUFACTURER AND BY DOWLING'S Fifth Avenue!

## NOW...you can afford the BEST!



## Minolta AUTOCORD

#### fully Automatic

- Helical Focusing Lever, actuated by in-dex finger of hand supporting camera, sweeps focus from 3 ft. to infinity in a single strokel
- Automatic Film Transport advances film, counts the exposure, and sets the shutter in a single operation
- Rokkor 75mm Coated f/3.5 Lens—a su-perb 4 element, highly color corrected objective
- Optiper MXS Precision Shutter, synchro-nized at all speeds from I second to I/400th and bulb, with built-in self timer and safety-locking body shutter release

An editorial in the August 1955 issue of Modern Photography put it:
"... having all these features incorporated into a camera selling for \$99.50 is novel—maybe it's unique." Indeed it is! The Minolta Autocord is in a class by itself at only ...

\$99.50 Cash \$ .95

Down



Minolta A 35mm CAMERA

- Fast single stroked-lever automatic film transport and shutter set
- Combined coupled rangefinder-viewfinder
- Precision 4-element Rokkor f/3.5 lens
- Depth-of-field scale
- Click-stop diaphragm
- Rapid rewind
- Konan behind-the-lens shutter, fully MX synch', from 1/2 sec. to 1/200th
- Removable back for easy loading

And priced at only \$49.95 Cash or

Down

Remember! For millionaires or the millions—D. F. A.'s Easy Payment Plan is quick and confidential. Don't wait! Enjoy your camera while you pay for it. Tou can buy the best today on D. F. A.'s famous Easy Terms!

USE COUPON ON NEXT PAGE TO REQUEST YOUR COPY OF OUR COMPLETE NEW 1955 CATALOG . . . IT'S FREE! MEAN-WHILE BUY ANY CURRENTLY ADVERTISED PHOTOGRAPHIC PRODUCT FROM D. F. A. JUST SEND IN YOUR ORDER TODAY!

## Dowling FIFTH AVENUE

. 30 DAY FREE TRIAL

• LIFETIME GUARANTEE

# 10%

NO EXTRA CHARGE FOR CREDIT

TERESTI

#### EASY PAYMENTS FOR CIVILIANS AND SERVICEMEN THE WORLD OVER!

The incomparable

new 1956 feica M-3

The incomparable new 1956 #66.00 M-3

Leica M-3 w/ Elmar coated f/3.5 lens \$348, Cash or \$34.80 Down Leica M-3 w/ Summicron coated f/2.0 lens 447, Cash or 44.70 Down Leica M-3 w/ Summarit coated f/1.5 lens 28.60 pown Leica M-3 M-3 ACCESSORIES 28.60 pown 16.60 Down Leica M-3 ACCESSORIES 28.60 pown 16.60 Down 16.60 pown 16.60 pown

Veloy II Enlarger 94.00 Cosh or 9.60 Down
Leica IIf with Elmar coated f/3.5 lens 5177.00 Cosh or 91.70 Down
Leica IIf with Summaron coated f/3.5 lens 214.00 Cosh or 21.60 Down
Leica IIII with Elmar coated f/3.5 lens 224.00 Cosh or 22.70 Down
Leica IIII with Summaron coated f/3.5 lens 274.00 Cosh or 27.60 Down
Leica IIII with Summaron coated f/3.5 lens 324.00 Cosh or 37.60 Down
Leica IIII with Summarit coated f/1.5 lens 387.00 Cosh or 33.60 Down

1956 Pacemakes GRAPHIC OUTFITS
All brand new, latest models, with factory guaranteel Includes: • Graflok
back • Ektalite screen • new Graphic coupled rangefinder with Rangelite and automatic parellax viewfinder • new full image wire finder •
Graflite 3 cell flash gun • deluxe case • film pack adapter • roll film
holder • 6 cut film holders • adapter ring • sunshade • 4 filters, Prices.
below include all this extra equipment Easy payments • available!



Speed Crevin Coated Lens In Shutter Graphic Graphic

New Graphic rangefinder is manufactured for 4 X 5 cameras only. 21/4 X 31/4 outfits are supplied with Kalart coupled rangefinder.

New 1956 Revere 100

Automatic Projector by Hsalf!

(300 watt, auto-matic) \$49.50 Cash or \$4.95 Down; Model "555" (500 watt, automatic) \$79.50 Cash or \$7.95 Down; Model "888" (500 watt, fully automatic) \$119.50 Cash or \$11.95 Down.

new 1956 (ESD) CONTAFLEX

2 Groundglass

level focusing is combined with split image rangefinder. Testar 45mm (1/28 coated lens with fully automatic diaphragml (1/28 Coated lens with fully contaliex is \$169. Cash or \$16.90 Down.

1956 CONTAX and

New full synchro models!

IIA with Sonner coated

1/2.0 lens 3345. Cash or

334.50 Down; 6/15. lens

5/16. Sonner coated

5/16. Sonner coated

1/16. Lens

1/16. L

1956 GRAPHIC 35 9,500 Just 0

Out!

modern design and performance! New coupled rangefinder with Push. But year for the synch with Spectramatic with Spectramatic synch with Spectramatic synch with Spectramatic systings; Grafiar coated systems; Grafiar coated



ALL NEW 1956 RETINA Ille

meter and with normal Xenon coated f/2.0 lens in M-X shutter = \$185. Cash or \$18.50 Down. Optional: Curter 35mm coated f/5.6 wide angle lens \$42.50 Cash or \$4.25 Down. Longer 80mm coated f/4.0 telephoto lens \$25.50 Cash or \$1.35. Down. Retine 1135. Cash or \$13.50 Down.



4 X 5 without changing
condensess
Has automatic electric
motor, 4 X 5
Model \$198.75
Cash or \$19.87 Down;
5 X 7 Model \$239.75 Cash
or \$23.97 Down.



World's lightst (only the best Key-boards available in over 70 languages. Suit to rera people. Perfect for servicemen, travelers only voul including case, \$73.47 Cash or \$7,36 Down.



4 X 5 model with multi-focus rangefinder, univer-sel back and ISDmm Xenar coated f/4.5 lens \$419.70 Cash or \$41.97 Down. Lin-hof 21/4 X 31/4 outfit with multifocus rangefinder and 3 lenses complete \$544.15 Cash or \$56.41 Down.



Picture
in a minutel Sensational
NEW
Polaroid
MighIander \$49,95 Cash or
38,95 Cosh or
38,95 Cosh or
38,97 Down.
Deluxe Pathfinder with
coupled rangefinder
\$249,50 Cash or \$24,95
Down.



single lens refer with some seeds to 1/1000th and speeds to 1/1000th and seeds to 1/1000th and 1



1754 Rolleis Rolleiflex with Xenar 1/3.5 \$21.75 Cash or \$21.75 Down; or with Xenar 1/3.5 \$22.50 Cash or \$23.25 Down; or \$23.25 Down; or \$23.25 Down; or \$23.25 Down; or \$23.55 Down; Rolleicord V with Xenar \$13.45 Down.



with fully automatic diaphragm lens listed: Tessat f/2.8 \$259.50 Cash or \$25.75 Down; Westagon \$28.75 Down; Biotar f/2.0 \$345. Down: Sioter 1/2.0 3375. Cash or \$34.50 Down; Xen-on f/1.9 \$351.70 Cash or \$35.17 Down. With Penta-prism R/F add \$47. Cash or \$4.70 Down.

ALL EQUIPMENT LISTED IS BRAND NEW-FACTORY PACKED OUR STOCKS OF BOTH USED AND NEW EQUIPMENT ARE HOWEVER MOST EXTENSIVE PLEASE WRITE FOR ANYTHING PHOTOGRAPHIC

Down	lings
	1 22

 	. 40 - 4 - 5 -						M-10	055
Mail	Order S	howroom,	Suite	2000.	Tel.: 0	Regon	4-79	00
in a	N. Y.	Landmark	, the	Flatin	on Bld	g. at	23rd	
175	FIFTH	I AVENL	IE, N	IEW :	YORK	10,	N.	Υ.

State

Please ship the following immediately:
Enclosed is \$ Down Payment Complete Payment.
I agree to pay \$ monthly for months until merchandise is paid for.
I wish to trade in:
Give me tentative allowance by mail.  I am shipping equipment for exact allowance.
Your trade-in may be used as down payment! It will be returned at D.P.A.'s expense if you don't accept our top offer.
☐ Send FREE literature on ☐ Send FREE 1956 Catalog. ☐ Send pamphlet on "Deferred Payments."
Name
Name MAILY Address TODAY
Other and Tourn

City or Town



## 2 NEW MIKKOR LENSES that are causing a sensation in the 35mm field!

it is amazing how quickly a 'good thing' will 'catch on' . . . and these two new Nikkor lenses certainly deserve the reputations they have been making for themselves.

Take the 105mm f2.5 Telephoto, for example. The focal length is double that of the standard 50mm camera lens. This means that it gives you 2X magnification or twice the image size ideal for hand-held shooting. Now consider its speed - f2.5 and you can understand why it is regarded as the perfect telephoto for Available Light Photography. With the new ultrafast films and this lens, there is hardly a light situation which can be called 'impossible'.

The 25mm f4 Ultra Wide Angle is another instance of good design planning. Its focal length is half that of your standard lens so that it covers four times the field area. Its speed of f4 is the fastest available in this category. And it is even faster than apertures would indicate because the 25mm f4 is a specially designed 4-element lens and transmits more light than the usual 6 or 7-element lenses now being offered in this category.

But focal length and speed are only



part of the story. Sharpness and defi-nition are still the important qualities of a lens. High resolution and high speed have become the mark of all Nikkor lenses . . . and Nikkor another word that means lens quality. Your first experience with these lenses will amaze you. Both the 105mm f2.5 and the 25mm f4, are available for Leicatype screw mounts as well as for Nikon cameras - they couple to the rangefinders and are supplied with Matching Lenshood/Filter Holder.



See your photo dealer or write to Dept. XK-2

NIKON INCORPORATED, 277 Fifth Ave., New York 16, N. Y.

RESEARCH MICROSCOPES . CONTOUR PROJECTORS . SURVEYORS' TRANSITS
PRISM BINOCULARS . FINE OPTICAL AND OPHTHALMIC INSTRUMENTS

## new products

#### Edixa Stereo Model IIIA

A built-in photo-electric exposure meter and coupled rangefinder are fea-tured in the new Edixa Stereo Model IIIA camera, from Western Germany. The exposure meter's film rating scale is calibrated for A.S.A. and Din; the



f/stop range is from f/1.4 to f/22; the shutter speed range, from 2 sec. to

shutter speed range, from 2 sec. to 1/1000 sec. The coupled rangefinder gives a superimposed image.

Other features of the Edixa Stereo Model IIIA include: rapid winding lever which transports film and cocks the shutter two matched Steinheld. the shutter, two matched Steinheil 1/3.5 Cassar lenses in Prontor-SVS shut-1/3.0 Cassar lenses in Prontor-SVS shutters, shutter speeds from 1 sec. to 1/300 sec. plus bulb, self-timer, built-in sync, direct eye-level viewfinder, automatic exposure counter, cable release and tripod sockets.

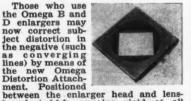
tripod sockets.

The Edixa Stereo Model IIIA provides pictures in the standard A.S.A. film specifications (23 x 24mm); each 20-exposure roll will yield 20 stereo pairs. The camera is finished in black morocco, has satin chrome trim. Price, \$99.50. For more information, write:

CAMERA SPECIALTY CO. 705 BRONX RIVER RD., BRONXVILLE 8, N. Y.

#### **Omega Distortion Corrector**

Those who use the Omega B and D enlargers may now correct sub-ject distortion in the negative (such as converging lines) by means of



between the enlarger head and lens-board (which remains rigid at all times), the attachment permits the negative to be tilted and rotated as de-sired. The Omega Distortion Attach-ment (No. 7239 for B enlargers; No. 7439 for D models) is priced at \$27.50 (prices are slightly higher in the West). For additional information, write:

SIMMON BROS., INC. 30-28 STARR AVE., LONG ISLAND CITY 1, N. Y.

#### Soligor Twin-Lens Reflex

Shutter speeds from 1/5-1/200 sec. and Soligor f/3.5 lenses are featured in and Soligor I/3.5 lenses are featured in the Soligor, a twin-lens reflex camera from Japan. Also featured are: ground-glass focusing, built-in groundglass rangefinder, magnifier, eye-level sports-finder, and FX sync with a European type flash outlet. Price, including metal lenscap, \$39.50. For more information, write:

INTERSTATE PHOTO SUPPLY CORP. 17 W. 17TH ST., NEW YORK 11, N. Y.

Cine-Kodak Tri-X C-P Reversal Film, Cine-Rodak Tri-X C-F Reversal Film, for which a daylight index of 200 is claimed (with A.S.A. calibrated meters), is now available in 16mm size. Although extremely sensitive to light, Tri-X C-P Reversal Film can be used in a camera with fixed shutter speeds for bright sunlight scenes by placing a Kodak ND-3 (neutral density) filter over the (Continued on page 28)

BRAND NEW IKOFLEX IIA

SAVE \$99.00 Zelss Tessar 3.5 ctd.

BRAND NEW



1955 EXAKTA YX

Tessar F:3.5...129.50 Biotar F:2 ctd..196.00 Rfdr. Prism... 29.95 4" Cooke 84,50



#### PACEMAKER GRAPHIC

9	4x5 Crown F:4.7 Rfdr., brand new	\$163.00
- Compa	Ann. Speed With Rfdr. I	
	31/-x41/4 F:4.7 Lens	83.75
THE STATE OF	4x5 F:4.7 Lens Pacemaker Crown 23, F:4.5	119.50
1	Pacemaker Speed 45, F:4.7 Linhof 23, 3 lenses	169.50
Jan 1	Linhof 45, F:4.5	198.00

## LEICA M-3 \$288.00





#### SAVE 60% BRAND NEW AUTOMATIC MAMYAFLEX

- 21/4 x 21/4 Reflex Fully automatic F:3.5 coated lons Rapid Synchro Shutter,
- reg. \$179.50 BRAND NEW 68 Eveready case .........6.50

1-1/500

BRAND NEW ARGUS C4
F:2.8 etd. sync. Rfdr.
Disc. Model Reg. SAVE SRAND \$62.95



#### EXPOSURE METERS

	BRAND NEW DEM. MODE	LS
	BEWI AUTOMAT, reg. 29.50	19.75
diameter.	G. E. D. W. 68, reg. 24.50 G. E. PR-1, reg. 32.50	
	NORWOOD DIR, reg. 32.95 NORWOOD M3, reg. 16.95	23.95
42	SIXTOMAT X-3, reg. 29.95 WESTON MASTER II, reg. 29.95	19.75
	WEGIUN MAGIEN II, FEE. 49.95	44.90



#### HIGHEST TRADE-IN ALLOWANCE GUARANTEED MOVIE CAMERAS & PROJECTORS

	MOVIE CAMERAS & PROJECT	OW9	
		LIST	USE
	B&H 220, 10mm F:2.5	49.95	<b>国际大学</b>
	B&H Tri-lens, F:2.5	129.95	67.5
,	Cine Kodak Mag. 8: F:1.9	149.50	333
	Kodak Brownie F:2.7	37.50	19.9
	Revere 50. F:2.8	49.50	23.7
	Revere 80, F:2.5	97.00	間間ですだ
	Revere 84. Turret. F:2.8	122 50	BEET FAIL
	B&H Filme 70-DL, F:1.9		
	Cine Kodak Mag. 18, F:1.9	304.70	
	Super Pathe 16, F:1.9	510.00	2181
	B&H 253, 500 W, case		<b>国际</b> 党主张
	B&H 'Regent' 500 W, case	179.95	102
	Kodak Brownie, case		<b>国际</b> 安庆
	Revere 85, 500 W, case		10000
	Keystone K-161-V, splicer, case	159.50	
	Revere Sound projector	325.00	10 Y 1 2 C
	B&H Filmesound 285-C	449.95	249
	B&H 202, Magnetic Sound	719.00	444.0

#### REFLEX & ROLLFILM

Exakta 66, Tess. F:2.8, Latest	319.50	12
Hasselblad 1000F, F:2.8	379.50	115
Rolleiffex Aute, Xenar F:3.5		2000
Rolleiflex Aute, Tessar F:3.5		1000
Rolleiflex Aute Xen. 2.8 'XM'		
Relleicord V MX Xenar 3.5		
31/4 x 41/4 Super D Graffex		E0003
Kodak Medalist, Ektar 3.5 Rfdr		STORE.
Kodak Medalist, 11, Ektar 3.5		10000
Minex III, F:3.5 etd		
Polaroid 95, 31/4 x 41/4		
Super Ikonta A, Tess 3.5		
Super Ikonta B, Tess 2.8		2000

21mm Biogen F:4.5 W.A. 90°	249.00	174.50
35mm Elmar F:3.5 W.A		43,50
35mm Summaron F:3.5 W.A	96.00	1975
35mm Nikker F:3.5 W.A	97.50	32077
35mm Bioson F:2.8 W.A.		(MESSES 7 PL-1)
35mm Retrofecus F:2.8 W.A	99.50	26.9
40mm Cassaron F:3.5 W.A		
40mm Macro, Kilar F:3.5	89.50	
75mm Biotar F:1.5	214.50	93.9
85mm Zeiss Sennar F:2	229.00	87.95
90mm Elmar F;4, Chrome	90.00	58.0
135mm Nikkor F:3.5	145.00	
135mm Hekter F:4.5	135.00	63.9
135mm Sonnar F:4	146.00	78.99
135mm Tele-Picen F:3.5 Pre-set	78.00	34,0
180mm Tele-Picon F.5.5 Pre-set	68.00	1000000 (C9E1)
250mm Tele-Picen F:5.5 Pre-set	98.00	54.00
400mm Tele-Meger F:5.5	199.50	17.50

400mm Tele-Meger F:5.5	199.50	9775
35MM CAMERAS		
Argus C3, case & flash	66.50	29.7
Canon, Serenar F:1.8, Rfdr	295.00	134.7
Contax II Sonnar F:2		81.7
Contax IIA. Sonnar F:2	334.00	148.5
Contax IIIA, Sonnar F:1.5	412.00	194.5
Kodak Signet, Ektar 3.5, Rfdr	75.00	41.2
Leica IIIC, Summitar F:2		78.0
Retina IIA, F:2 ctd. autom	127.50	70.5
Retina IIIC F:2 synch	185.00	114.0
Revere Steree F:3.5 synch		73.2
Robot 'Star' F:2.8		
Rebot 'Royal' Xenen F:1.9 Rfdr	295.00	136,5
Steree Realist F:3.5 Rfdr	159.00	
Voigtlander Vitessa F:3.5 Rfdr		62.9
Voigtlander Vitessa 'L' F:2.8	139.00	THE PERSON NAMED AND ADDRESS OF THE PERSON NAMED AND ADDRESS O
Voigtlander Prominent F:1.5	270.00	
Zeiss Super D, Bietar F:2		92.7

# BRAND NEW

#### VOIGTLANDER VITO II

• Color-Skopar F:3.5 ctd. • Prontor 'X' Synchro Shutter • Built-in Selftimer \$285 Reg. \$54.50....

#### BOLEX

H-16 Leader, F:1.9 ctd...\$149.00 H-16 Deluxe, F:1.9 ctd... 189.00 H-8 Leader, F:1.9 ctd... 143.50 B-8 2-lens Turret F:2.8 68.78 All used, in perfect condition BOLEX STEREO OUTFIT, used.



#### BRAND NEW RICOHFLEX VI

21/4×21/4 Reflex F:3.5 ctd. lens

'n BRAND NEW

BOLSEY B THREESOME

with case and flash BRAND NEW





#### **ELEVATOR TRIPOD**

3-Section pan-head geared center post \$1295 BRAND NEW \$975 without center post

CONTAFLEX TESSAR F2.8, SYN.

Automatic Diaphragm USED \$8575





#### TAPE RECORDERS

All used, perfect, guaranteed.

#### NIKON

F:2 Nikkor ctd. lens Flash-Strobe sync. disc. medel BRAND \$14900





PRAKTICA FX F:1.9 ctd. pre-set Reg. \$159.00. \$

O NEW FREE! German Flash

## OLDEN CAMERA & LENS CO.

1265 BROADWAY at 32nd STREET . . . .

NEW YORK I. N.Y.

CITY



STATE"

ALL CAMERAS SHIPPED 10-DAY MONEY BACK GUARANTEE

f em Intereste û la	PLEASE MAIL FREE QUOTATION	
f whit to trade the following		
NAME		

REMEMBER YOU SAW IT IN MODERN



# BEST-IN-SHOW too

... when you can make Enlargements like this

right in your own kitchen or bathroom!

It's really no trick at all to make beautiful enlargements like this . . . with a Federal Store-Away® Enlarger. What if you have no special darkroom? With a Federal you don't need one. Amateurs all over the nation are regularly getting truly professional enlargements, using a kitchen or bathroom at home. The Store-Away Enlarger sets up for action anywhere in a jiffy.

When you're through . . . just pack it up in its 6" x 15" x 16" carrying case. It'll take you just 39 seconds!

All Store-Away Junior enlargers are equipped with a 31/2" f:6.3 Decar anastigmat enlarging lens, that assures you sharp, clear pictures. The Federal Store-Away Junior Model 269 (illustrated) has diffused illumination (\$39.75); Model 279 has condenser illumination (\$46.95); and Model 269 CL uses the Federal Cold-Lite unit (\$53.00). Either model is ideal for direct-positive paper black-andwhite enlargements from color transparencies. Ask your photo dealer to show you one today.

West Coast Prices Slightly Higher







#### Federal is America's Greatest Enlarger Value



ERAL MANUFACTURING & ENGINEERING CORPORATION

Photographic and Electronic Instruments

215 STEUBEN STREET, BROOKLYN 5, NEW YORK L-47

#### NEW PRODUCTS

(Continued from page 26)

lens. This will cut brightness down by three stops. Cine-Kodak Tri-X C-P Reversal Film comes in 100- and 200-foot spools, and 400-foot rolls (for darkroom loading). It is also supplied on special order spooled for the Kodak High Speeds Camera or 16mm Fastex Camspeeds Camera or form Fastex Camera. Price (processing is not included—this must be done by the purchaser or through independent 16mm processing laboratories), per 100 foot roll on camera spool, \$4.85. For more information, write: Eastman Kodak Co., \$43 State St., Rochester 4. N. Y.

#### Hanimar "88" 35mm Camera

A thumb-operated film advance and coupled shutter-wind are designed for rapid firing of the Hanimar "88," a new 35mm camera from Western Germany. The camera is currently being offered in a package which includes a case,



carrying strap and 70mm f/6.3 telephoto lens which is quickly interchangeable with the camera's Hanimar f/2.8 stand-

ard lens.

Other features of the Hanimar "88" include: shutter speeds from 1/25-1/250 sec., built-in sync, frame counter, all steel body with die-cast interior and machined film plane, easy-to-read settings. The Hanimar "88" package is priced complete at \$61.95, but the component parts may be purchased separately if desired: camera, \$34.95; telephoto lens, \$19.95; leather case, \$6.95. For additional information, write: HANIMEX (USA), INC. 593 MARKET ST., SAN FRANCISCO, CALIF.

#### **TDC Table Viewer for Stereo**

Designed for pesigned for viewing by small groups of people in fully lighted rooms, the blower-cooled TDC 761G is a stereo projec-

is a stereo projector and screen combined in one 15½ lb. unit. It projects a stereo still picture on an 8x10 screen similar to that of a television set. (In appearance, the new stereo viewer is not unlike the TDC Project On-View However, the 761G does ject-Or-View. However, the 761G does not include a converter for large screen

not include a converter for large screen projection, nor does it accommodate 2 x 2 slides.)

The 761G viewer features: two three-inch f/2.8 lenses; twin 200-watt lamps (300-watt lamps may also be used); three front knobs which control separately the focus, and vertical and horizontal adjustments; die-cast aluminum and Royalite plastic construction. The viewer accepts any standard size stereo mounts of glass, metal, cardboard or lightweight plastic. Price, \$119.50. Ac-cessories include: carrying case with storage space for the slide changer, \$20; a Stereo Selectron tray loading changer which holds up to thirty slides, \$19.50. For more information, write:

BELL & HOWELL CO. 7100 MCCORMICK RD., CHICAGO 45, ILL.

Three-second recycling time for Series 200 Ascorlite Speedlights is now possible by means of a new A.C. power supply, the BB-469. A 110-volt, 60-cycle unit, it is claimed to operate continuously, firing every three seconds, without dan-(Continued on page 34)

MODERN PHOTOGRAPHY

EXCLUSIVE

NEW LOW PRICE! SAVE \$207.80! Brand New!

LATEST GERMAN MODEL



HEXACON

SINGLE-LENS REFLEX CAMERA
with 12.8 Courted PRE-SET TESSAR

\*\*belayed Action Self-Timer Value \$299.751
for Flash and Strobe

\*\*Shatter Speeds from 1 to 1/1000

\*\*Parkagirist Systeved Prinosyst
- Automatic Esposure Counter

\*\*Automatic Esposure Co

ALBINAR 2950 

FREE 529.75 KODAK B.C. EKTALUX FLASHGUN with Each Purchase of

HEXACON '35' Value \$388.75! 12495 with 12. Coated Pre-Set C.Z. Lens

A PEERLESS SENSATION! YOU SAVE \$27.80 ON A BRAND NEW

Kodaslide Highlux III 300 WATT SLIDE PROJECTOR

> with 5" f3.5 Coated Ektanon Lens PLUS BLOWER CASE



e

0

ll d

t-

1-

0-

es

en

te

ps ();

ri-

m he

eo or

th

er 50.

Se-08ıp-

ly.

in

HY

· High Light Output - Built-in Elevation

- Sturdy Construction ties \$54 751

 Discontinued · Fan-Cooled for Slide Protection

• Ready Access to Optics Shin Wt 10 lbc

A PEERLESS EXCLUSIVE BUY! SAVE \$54.00! ON A BRAND NEW 21/4 x 21/4 EERFLEKTA II Outfit

TWIN-LENS FOCUSING REFLEX

CAMERA \* CASE \* FLASHGUN

with 13.5 Contad Lans

AN \$83.95 VALUE!

Built-in Flash Synchro

1995

Ship, Wt. 5 Lbs.

• Fingertip Focusing • Sportsfinder • 9 Speed Shutter 1 to 1/200 Sec. • Rody

Shutter Release • Double Exposure Preven-om • Matched Ctd. Lenses are Coupled in Helical Mount Adcepts 120 Roll Film | Ship, Wt. 7 Lbs.

A SENSATIONAL OFFER! EXCLUSIVE! SAVE \$32.00! BRAND NEW! SPECIAL PURCHASE! GERMAN IMPORT!

ASSIC'35 'Outtit

\* CAMERA \* CASE \* FLASHGUN with f2.9 Coated Trioplan Lens A \$51.95 Valu



Built-in Flash Synchronization Wide Range of 9 Shutter Speeds

· Built-in Optical Viewlinder - Double Exposure Prevention

IF YOU PREFER



- If you choose to buy on ... there's no in-'time' crease in our famous low prices!
- Only 10% down buys any thing at Peerless!

## HIGHEST TRADE-IN

- No one can offer a higher price for your used equipment!
- No make or model too old!
- Don't trade you get our esti-mate!

POWER!

Because we buy such tre-mendous quantities, our

buyers go directly to the

source . . . where ever it

Quality imports are brought to you far be-

low their nationally

advertised prices!

may be!

LOWEST PRICES EVER! Hambletonian BINOCULA

. BRAND NEW! . HIGH

COMPLETE WITH LEATHER CASE AND STRAPSI High Magnification, Maximum Image Brightness and Large Objective Lenses Make the 7 x 50 Binocular Ideal for:

NAVIGATION • EXPLORATION • YACHTING • NIGHT VIEWING

Brand New 7 x 50 BINOCULAR

11

OTHER GREAT HAMBLETONIAN VALUES:

Add 10% F. E. Tax

CONCURS OR PRODUCTION SINCE A CONTURBED BOOM CONTURED SINCE SAVE \$172.45! FAMOUS TURRET OUTFIT

### **BOLEX H-16 LEADER**

16mm MOVIE CAMERA WITH 3 LENSES LATEST MODE



The Three Lenses:

• 17mm F2.5 Ctd. W.A. Lons in Focusing Mount • 1" f1.5 Lons in Focusing Mount

• 3" f2.5 Telephoto Lens list in Focusing Mount \$401.401

AT THE

A SPECTACULAR SPEEDLIGHT BUY

HRIFT-LITE ELECTRONIC List \$59.50! FLASH UNIT

per Fast Flash — 1/1000 Sec mpletely Portable it Weighs Only 1.7 Hs. Watt Seconds

60 Watt Seconds
Complete One Piece Unit
PLEASE STATE NAME OF YOUR
CAMERA WHEN ORDERING
Ship Wt. 5 lbs.

ACCESSORIES FOR THREFT-LITE BATTERY PACK LIST 24.50 Sale 14.85 EXTENSION LIGHT LIST 29.95 Sale 21.00 WITENSITER (Doubles Light Output) .List 24.50 Sale 14.95

SAVE \$46.60! USED! LATEST MODEL

#### LLEICORD with f3.5 Coated Xenar Lens

and FULL FLASH SYNCHRONIZATION List \$134.55

PEERLESS' LOW, PRICE **Quantities Limited!** 

Compur Rapid Shutter
 Speeds 1 to 1/500 Sec.
 Delayed Action Self Timer
 Cross Coupled Linear Scales
 Wt. 7 Lbs.

Over 100,000 Photographic Values to Choose From!

The World's Largest Selection of Domestic Brands and Quality Imports! If it's Manufactured -

Peerless Has it - at the Right Price!

FEDERAL Enlargers SAVE \$17.80! USED!

**FEDERAL 269** 

with 31/2" Coated Lens

List \$39.75

25.91 39.95



BUYS EVERYTHING NO INCREASE IN OUR LOW PRICES

PEERLESS OFFERS MORE PAGES of

EASY TIME PAYMENTS

Vif you choose to buy on "time"... there's no increase in our famous low Only 10% down buys any thing at Pearlessi prices

VBuy now-use it, onloy it as you pay!

# NO GREA

Over 100,000 Photograp Values to Choose Fromi Values to Choose From!
The World's Largest Selection of Domestic
Brands and Quality
imports!

If it's Manufactured — Peerless Has it — at the Right Price!

#### PEERLESS SUPER BUYS!

EVERYOME CHARAKTEED ONE FILL YEAR!

ONLY A PARTIAL LIST OF GREAT BUYS . . . IF YOU DON'T SEE IT—WRITE—WE HAVE IT!

#### LEICA, CONTAX, NIKON, CANON

	New	Used
Canon IV S 2 f1.8 Serenarg	\$284.00	\$136.50
Contax   f2.8 Tessar		45.95
Contax II f2 Sonnar		82.50
Contax III f2 Sonnar		108.95
Contax IIA f1.5 Sonnar f*	. 374.00	168.95
Contax IIIA f2 Sonnar ¢*	. 383.00	189.95
Contax IIIA f1.5 Sonnar ¢*	. 412.00 "	193.95
Leica IIIC f3.5 Elmar f		89.95
Leica IIIC f2 Summitar C		119.95
Leica IIIF f3.5 Elmar ¢*	. 237.00	131.95
Leica IIIF f2 Summicron e*	. 336.00	177.50
Leica IIIF f1.5 Summarit e°	357.00	185.95
Nikon #2 Nikkor ¢"	. 269.00	152.95
Nikon fl.4 Nikkor ¢*	. 299.95	165.95

#### 35mm SINGLE LENS REFLEX

5

Exa f2.8 Wester MX¢\$ 85.	00 \$ 44.50
Exakta V 12 Biotar MXc	118.95
Exakta VX f2.8 Auto Westanar	50 149.95
Exakta VX fl.9 Auto Xenon	70 195.95
Contaflex f2.8 Tessar Auto RF e* 169.	00 83.95
Contax D f2 Biotar P.S. e*	00 118.95
Rectaflex 12 Xenon RF ¢*, case & shade 350.	00 136.95

#### 35mm CAMERAS

Bolsey B-2 RF, case and flash \$ 66.5	0 \$ 39.95
Bolsey C22 f3.2 Reflex RF 6" 99.5	0 66.95
Kodak Flash Bantam f4.5 ¢* 56.0	0 28.95
Kodak Pony 828 14.5 C*	0 16.95
Kodak Pony 135 f4.5 C*	5 17.50
Retina II f2 Xenon RF	. 58.95
Kodak Retina IIA RF MXc	0 70.95
Kodak Town & Country f3.9 RF case & flash 75.0	0 48.95
Kodak Auto Retina III C 12 Xenon*¢ 185.0	
Minox IIIS chain & case*	
Minox II f3.5¢	. 48.95
Voigt Prominent f2 RF MX c	0 130.95
Voigt Vitessa 12 RF MX¢	0 83.95
Voigt Vito II 13.5e* 54.5	0 23.95
Voigt Vito III 12 RF MX*	0 78.95

#### 35mm STEREO CAMERA

lloca II f3.5¢*	69.50	\$ 48.95
Kindar 13.5 RF¢*	99.50	58.95
Revere 13.5 RFc*	174.50	73.95
Stereo Realist f3.5 RFc*	159.00	65.95
Stereo Realist 12.8 RFg*	198.50	106.95
TDC Colorist f3.5¢*	99.99	68.95

#### 24 x 24 REFLEX CAMERAS

Ciroflex D f3.5¢\$ 75.00	\$ 46.95
Ciroflex F t3.2 MXc	66,95
Dejur f3.5¢ 99.50	48.95
Graffex 72 f3.5 C° 93.00	46.95
Hasselblad f2.8 Ektar/1600 C*	278.95
Hasselblad f2.8 Ektar/1000 F	198.95
Ikoflex IIA Auto f3.5 Tessar MXg°	73.95
Kodak Reflex II f3.5¢*	56.95
Ricohflex VI f3.5¢* 44.95	19.95
Rolleicord III f3.5 Zeisse*	59.95
Rolleicord IV 13.5 Xenar MXc	66.50
Latest Auto Rollei III f3.5 Xenar MXc 234.50	133.95
Latest Auto Rollei III f3.5 Tessar MXc 249.50	143.95
Latest Auto Rollei 2.8 C 12.8 Xenctar MXe 309.50	182.95

. SLIDE PROJ	ECTORS	
Argus PB 300, case*	\$ 48.50 \$ 25.5	
GoldE Manumatic 300 W.*	58.50 25.5	Jő
GoldE Coronet 300 W, case* GoldE Reflex 300 W, case 21/4*	44.75 21.5	35
GoldE Reflex 300 W. case 21/4"	86.50 48.5	35
Kodaslide Signet 500 W°	72.50 48.5	35
Kodaslide Table Viewer 4x	37.50 26.9	35
LaBelle 55 Automatic 500 W*	95.00 49.9	35
LaBelle 75 Auto Remote 500 W case*	154.95 95.9	35
Revere 444 300 W*		15
TDC Headliner 300W Semimatic*	49.99 21.9	ž
TDC Streamliner 500W Semimatic*	84 50 48.9	15
TDC Project-or-View 150W	69.50 46.9	5
TDC Project-or-View 200W°	77.50 47.9	ŝ
TDC Stereo Projector 500W°		š
TDC Stereo Projector View 300W*	144.50 92.9	š
Viewiex V33L 300W°	67.00 38.9	
Wiewley W3EL ECOMP		š

ols: RF Coupled Rangefinder, & Coated, \* Flash St Mighest TRADE-IN ALLOWANCE Only 10% Down . EASY TERMS!

## SPECIAL PURCHASE

Tape Recorders! YOU SAVE \$49.55 ON A

PORTABLE TAPE RECORDER

data with Missanhana DEEDLESS! LOW PRICEI

Instantaneous, Auton of Both Tape Reels Operates Horizontally, Vertically, Even Upside Down
Fast Forward and Rewind Speeds — 40 to 1 Ratio

OTHER PENTRON MODELS at AMAZING SAVINGS 124 95



#### EXCLUSIVE SAVE \$37.00/ REAND NEW! 35mm RIVAL '35' with 12.9 Coated Lons 9 Shutter Speeds to 1/250 Sec. Built-in Flash Synch. Double Exposure Prevention Parallax Corrected Viewfinder Value \$59.95 22"



Ship, Wt. 5 Lbs.

SAVE \$24.55! BRAND NEW! FAMOUS SVE MODEL B

2 x 2 SLIDE PROJECTOR S" COLOR CORRECTED LENS 253 



YOU SAVE \$53.00 ON A USED **B&H MONTEREY** 

Smm MOVIE PROJECTOR with \$1.6 Coated Lens • 500 W. illumination • Fast Moles





Used! Late Models! Savings Priced! Synch! 35mm LEICA CAMERAS

#### NOW...Completely New! JUST RECEIVED . . . LATEST MODEL

with NEW LIGHT VALUE SCALE! YOU SAVE \$77.00 ON A BRAND NEW

## Certo Super '35'

with 12.8 Coated Tessar Lens and the Latest MXV Compur Rapid Shutter - Full Flash Synch.



VALUE \$129.501

Peorless' Low Price

Speeds 1 second to 1/500 Second

Delayed Action Self-timer

Double Exposure Prevention

Split-field Coupled Rangefinder

Automatic Exposure Counter

## FREE SIX TDC SLIDE TRAYS! For Ropid Induxing, Viewing & Storage of 140 Slides With the Purchase of This Slide Outside

Three Great Names Combine to Bring You This Spectacular Offer

PEERLESS \* Bell & Howell \* TDC

SAVE \$26.051 BRAND NEW!

## TDC Showpak 300

300 W. BLOWER COOLED PROJECTOR OUTFIT COMPLETE WITH CASE, SEMIMATIC CHANGER



Wr 16 1h

. 6 FREE TRAYS! TOTAL LIST 95

Complete Qutfit Only Discontinued Model

. 4" COATED ANASTIGMAT LENS . ALL METAL CONSTRUCTION

. BLOWER COOLED



#### YOU SAVE \$35.00 ON A USED ARGUS C3 OUTFIT

★ CAMERA ★ CASE ★ FLASHGUI with 13.5 Coated Lens • Coupled Rangelinder Wt. 7 Lbs. • Speeds to 1/300 3150



SAVE \$50.801 USED, FAMOUS **POLAROID Camera** 

"PICTURE-IN-A-MINUTE" with Coated Lons
- Focuses from 3¼ Feet to Infinity
- Takes 3¼"x4¼" Pictures
- Built-in Flash Synchronization 38"5



YOU SAVE \$115.55 ON A

8mm BOLEX H-8 with 11.9 Coated Lens • 3 Lens Turret • Tri-Focal Viewfinder BOLEX 88, 12.8 Ctd. Lens List 119.50 Used 88.50 1259.50! 14395



YOU SAVE \$150.50 ON A BRAND KINE EXAKTA VX

vith f2 Couted C.Z. Proset Lons
Built-in Synchronization Flash & Strobe
29 Shutter Speeds from 12 to 1/1000
18450
conds • Built-in Self-Timer • Interhangeable Lens Mount • Discontinued

### A PEERLESS SENSATION!

YOU SAVE \$41.55 ON A BRAND NEW! **EXCLUSIVE GERMAN IMPORT!** 

## 35mm

with 12.9 MEYER TRIOPLAN LENS



PEERLESS' LOW LOW

PRICE . . .

707AL 187 367.501
9 Shutter Speeds — 1 Sec. to 1/200
Built-in Flash
Double Exposure Prevention
Parallax Corrected Viewfinder
Auto Film Counter
Body Shutter Release
Helical Focus Mount

BUYS EVERYTHING PEERLESS OFFERS AT NO INCREASE IN OUR WORLD-FAMOUS LOW LOW PRICES!

## WORLD-WIDE PURCHASING POWER

Because we buy such tremen-dous quantities, our buyers go directly to the source... there ever it may be!

Quantity imports are brought to you far be-lew their nationally advertised prices!



/No one can offer a higher price for your used equipment! V No make or model

V Don't trade until you get our esti-

#### PLENTY ON HAND! VERY LATEST MODELS German Import

Save \$91.55! 35mm Single-Lens Reflex RIVAL

MX REFLEX

A \$139.50 Value! NEW LOW PRICE!

Ship. Wr. 5 the Ship, WY. 5 Lb
uilt-in Synchronization for Flash and Strobe
ombined Reflex Finder & Eye-Level Sportsfinder
ocal Flane Shutter - Speeds ½ to 1/500 - Auto
n Transport & Shutter Cocking Film Transport & Shutter Cocking

WESTON MASTER II NORWOOD DIRECTOR S.E. PR-1 DUAL SIXON

Yalue New Yalue New \$189.50 67.50 ar. \$139.50 69.05 ar. \$169.50 75.88 ar. \$220.00 94.65



ALBINAR 2950

BRAND NEW 135mm f4.5 Ctd. Telephoto Lons List \$59.95

List Wood 29.95 14.50 32.95 16.95 32.50 16.50 17.50 10.50

1 let \$50 501

3050

List \$159.501 8200

#### PLENTY ON HAND!

VERY LATEST MODELS! German Importi Save \$252.05/ 35mm Single-Lens Reflex

## RAKTICA

with 12 Coated Taylor Hobson Cooke

A \$220.00 Value New Low Price

CHECK THESE AMAZING FEATURES Built-in Synchronization for Flash and Strobe
 Combined Reflex Finder & Eye-Level Sportsfinder

Focal Plane Shutter
 Speeds 1/2 to 1/500
 Auto Film Transport & Shutter Cocking



EXPOSURE METERS

YOU SAVE \$29,00! On A Used Famous

TDC MAINLINER

SAVE \$77.501 750 WATTI USEDI

Ampro FUTURIST

YOU SAVE \$46.05 ON A USED

LA BELLE 500

SAVE OVER 30 % on BRAND NEW For **Bmm Movie Lenses** 

(ALL LENSES ARE COATED)
1½° 13.5 Telephoto
1½° 11.4 Focusing Mount Teleph
1½° 11.4 Focusing Mount Teleph
6½° mm f1.9 Wide Angle Lens . .

2 x 2 SLIBE PROJECTOR
with Selection Auto Changer
- Coated Lens
- 300 Watt Lamp
- Blower Cooling
- Fingertip Focusing

Emm MOVIE PROJECTOR

Blower-cooling

400 Ft. Reel

Forward, reverse, still

Auto Rewind

2 x 2 SLIDE PROJECTOR

13.5 Control Lens

500-Watt Lamp • Slower Cooled

Automatically Feeds and
Changes Slides



YOU SAVE \$49.50 ON A USED KODAK SIGNET OUTFIT ★ CAMERA ★ CASE ★ FLASOIGUM List 901.45
53.5 Control Ekter Lons
• Flash Synchronized
• Double Exposure Prevention
• Couploid RangeInder & View/inder



YOU SAVE \$113.55 ON A USED **Auto Rolleiflex MX** with 13.5 Tosser Lons
Synchronized MX Shetter
Built-in Self Timer
Speed from 1 to 1/500 Sec.
Auto Rollei — 13.5 Xenar Ctid. 12595 List 219.50 118.85



YOU SAVE \$60.45 ON A DEMONSTRATOR EICOR 400

Complete with Microphone
Case & Take-up Reell
Record up to 2 full hours & Plays
Back to 34%" per second
Fast Forward & Rewind Speeds





Sava \$126.95 Brand New! 4x5 Po CROWN GRAPHIC OUTFIT

with Extralibe Field Lens and Grafficz Back
KODAK BC ENTALUX PRESS FLASH GUN
Camera with 135mm 42 7 Ltd. Graffies List \$326.90!
Oblat Lens - Kalart Rangefinder Installed
Kodak B.C. Extlatus Press Flash Gun
with Synchro Switch and Solenoid Installed - Discontinued



YOU SAVE \$24.00 ON A USED Bell & Howell 220



Smm MOVIE CAMERA

12.5 Costed Lons

"Sun Dial" Lons-Satting Device
Continuous and Single Frame 2595



YOU SAVE \$45.55 ON A USED

35mm ARGUS C-4
with f2.8 Coarted Lens
Coupled Rangefinder
Built-in Flash Synchronization
Double Exposure Prevention

4375

#### ERLESS SUPER BUYS! EVERYONE CHARAKTEED ONE FULL YEAR!

ONLY A PARTIAL LIST OF GREAT BUYS . IF YOU DON'T SEE IT-WRITE-WE HAVE IT!

> New O- CAMEDAG

Head

OIIIII CAMERAS	
B&H 134V f2.5c\$ 89.95	\$ 39.95
B&H 134TA f1.9 Ture 159.95	98.95
B&H 172A f1.9 Mag. Turc	117.95
B&H 252 f2.3 Montereys 59.95	38.95
Bolex C 8 f2.8 Yvare	62.95
Bolex H 8 De Luxe fl.9 Turg	246.95
Kodak Brownie f1.9c	31.95
Cine Kodak Reliant 12.7c 84.50	51.95
Cine Kodak Magazine f1.9c	68.95
De Jur Citation f2.5c 77.50	37.95
De Jur Embassy f2.5 Mage	56.95
Keystone K-32 Olympic f2.5c	45.95
Keystone Bel Air 12.5 Mage 89.50	46.95
Keystone Riviera fl.9 Mag Ture	91.95
Revere 50 f2.8¢	22.95
Revere 88 f2.5¢ 74.00	32.95
Revere 80 12.5¢ 97.50	42.95
Revere 84 f1.9 Ture	83.95
Revere 67 12.8 Mag Turc	58.95
Revere 40 f2.5 Mag c	52.95
Revere 44 f1.9 Mag Ture	92.95
Revere B63 125 Mag Ture	83.95

OIIIIII FROJECTORS	
B&H 221 500 W Case.       \$ 84.50         B&H Regent 500 W Case.       179.95         De Jur 750 W Case.       159.50	\$ 46.95 101.95 82.95
Keystone K70C Brightbeam 500 W Case 69.50 Keystone K95, 750 W., Case	39.95 68.95
Revere 85, 500 W., Case	57.95 66.95

	175	UL		R PP LA		w	m	ш	ш	ma	
	Chevron										\$128.9
	Medalis										105.9
olaro	id Pathfi	nder	14.5	F		 				 249.50	146.9
ирег	ikonta 8	X 12.	8 Tess	ar RF	ľ°,	 				 163.00	99.9

PRESS CAMERAS	
45 Ann. Graphic RF f4.7 lens	\$ 95.95
4x5 Super D Graffex f5.6 Ektar Auto Dia ¢* 299.50	158.95
4x5 Linhof Super Tech RF f4.5 MX 389.75	206.95
21/4x31/4 Pacemaker Speed f4.5 KRFe* 313.95	146.95
31/4x41/4 Pacemaker Crown f4.7 KRFc° 267.45	169.95
Av5 Pacemaker Crown f4.7 KRFe*	138.95

ols: RF Coupled Rangefinder, & Coated, \* Flash Shutter) Highest TRADE-IN ALLOWANCE Only 10% Down - EASY TERMS!

## MONEY BACK GUARANTEE

All Items Offered Subject to Prior Sole! 10 Day Free Trial! 1 Full Year of Service! Add Estimated Shipping Costs. We'll Refund Every Cent Not Used! If you prefer C.O.D. Please Send 10%. De-posit The Supply of Some Items Is Limited. Since Orders Are Filled in Sequence, Rush Your Mail Order in Today! Worthy Substitutions May Be Made, Unless We are Advised to the Contrary! PRICES SUBJECT TO CHANGE WITHOUT NOTICE

Ship. Wt. 17 Lbs

Ship W7 16 1he

## ORDER YOURS TODA' PEERLESS' GIANT 1955 CATALOG!

BIGGER AND BETTER THAN EVER The greatest array of famous makes: Imports • Major Equipment and accessories • Completely illustrated with full description
 Current New & Used Prices • Many, many famous new Poorless Exclusives! Also Tape
 Recorders • Binoculars • Audio Equipment. Gift Suggestions!

NEW REVISED EDITION

Order Yours Todayi Only 104 Per Copy 254 Back On 1st Purchase

415 LEXINGTON Ave. at 43rd St. N.Y. 17 Opp. Grand Central Terminal - MU 7-1000

MAIL COUPON TODAY

#### PEERLESS CAMERA STORES

415	Lexington	Avenue,	New	York	17,	N.	Y.
Dept	. M-10						
-	WANT TO DIE	w					

I WANT TO TRADE Send New GIANT CATALOGUE. Enclosed find 10¢

> Cash 🔲 M.O. 🗀 C.O.D. 🗆 Time Payment 10% Down Enclosed

NAME ADDRESS. CITY/TOWN\_ STATE



120 & 620

KODAK SUPER XX & TRI-X

A real film buyer's special. You'll be wise to stock up while the supply lasts. Super XX is Pan film ASA 100. Tri X has ASA 200. Guaranteed 'fil Feb. '56 20 for 3.95 10 Rolls

4x5 CUT FILM SPECIALS

Yes, you may assort your orders. Estimate & Include sufficient por

35mm EKTACHROME

4X FASTER THAN KODACHROME 35mm x 20 exposure CARTRIDGES

Genuine U.S. gov't surplus Hi-Speed Ektachrome

Indoor or Outdoor 5 FOR 398 35¢ post

35mm ANSCO COLOR

35mm x 20 exposure re-leads. Fully guaranteed. 89c 4 bargain if you ever saw ene. EACH Min, order 5 for 4.45 plus 45¢ post.

120 EKTACHROME **GUARANTEED TO BE CUT FROM** 

U.S. GOV'T SURPLUS AERO EKTACHROME

Indoor or out (specify)

3 ROLLS

10 for 6.50

Thrill to using the same fast (ASA 32) color film used in the military.

AIR PHOTO

is the DIRECT SUPPLIER For These Famous Precision most nowerful hand-held BINOCULARS

2195\*

Fine precision Individual eve Fine precision glass. Individual eyepiece focusing. adjustable bridge. All metal: light weight; coated optics. Unexcelled for brightness, clarity and brillance. Oversized front optic increases light gathering ratio and transmission. This was the military for night viewing.

ALL BRAND NEW LOWEST PRICES 6x30 15.95\* 7:50 22.50\* 8x30 19.50\* 20x50 54.50\*

Case 6.95 And 100% FET 1.00 post & ins.

Bell & Howell SOUND

16mm FILMO-SOUND PROJECTOR



18950

SAVE 80%

ENLARGING & CONTACT

ALL GOOD STOCK ENLARGING PAPER-ALL GUARANTEED-ALL EQUAL TO FRESH

SIZE TYPE CONTRAST QUANTITY PRICE 100 1.98 #2, 3 10x10 DW SM 100 3.69 11x14 DW GL 100 2.90 11x14 SW GL =4

85c post & ins. SW GL Single Weight Glossy SW SM Single Weight Semi-matte DW 8M Double Weight Semi-matte

8x10 BROMIDE Excellent Value Single Weight, Somi-matte 269

93/8 x 200 ft Enlarging paper in rolls, Resiste 395

8 x 10 BROMIDE

Enlarging paper. Single weight, glossy. #FI, F2 & F3. 100 shts 85c post & ins. 329

11x14 ENLARGING Double Wt, matte lustre #2, 8, 4 50 shts 350

PAPER PRICES FOB N.Y. ADD POSTAGE & INS

Contact SW, Gl. O, 1, 2, 4; Gross....1.20 Enlarging, SW, #2, 125.....

10 x 10 VARIGAM Hi-Speed or Res SW, SM (A)...230

11 x 14 VARIGAM Hi-Speed, SW, SGI, '54 date, 50 100 shoets 7.25 Sc post & ins.

CONTACT PAPER

SIZE TYPE CONTRAST 35mmx100' SWGL Convira #2 10 rolls 8x10 DBL WT E-1, E-2, E-4 100 2.00 8x10 SW SM 8x10 SW MT #3 100 2.00 10x10 SW GL #1, 4 10x10 SW SM #1.3 100 2 00 10x10 DBL WT 100 2.00 E-0

#3 OUR POLICY: 50 3.50

Film and paper are outdated a plus and guaranteed equal fresh. Prices F.O.S. N.Y. Subje prior sale.

Compare the German made **EXTENSION BELLOWS** 

with others costing double



Foreless-up. Rask & pinion focusing. Folds into pocket size. For EXAK-TAS. List 29.50

14.95 BRAND NEW

Don't let price fool you! EXTENSION TUBES

at less than wholesale

LOWEST PRICES YOU'LL EVER SEE **MOVIE SCREENS** 

Tripod stand Brilliant screen BRAND-NEW

11x14 SW SM



IR PHOTO SUPP

SUPPLIER TO THE UNITED STATES GOVERNMENT

# FILM & PAPER

FROM NEW YORK'S FAMOUS DISCOUNT HOUSE

\$600 LOWER THAN the regular price BIG BERTHA 36" 16.3 TELE Dailmeyer series. Complete with fris diaphragm Universally

E

ER ICE

o rolls

0 2.00

0 2.00 0 2,00

0 3.90

adaptable

Value \$800.00 19950 Like new

Here's what's behind truly great pictures FOR ALL 4 x 5's WIDE ANGLE LENS 100mm f6.3 Meyer coated

ARISTOSTIGMAT Compur-Rapid Synchro Shutter

Speeds I to 1/400 List \$92.00 3250 NEW 3250

2" 13.5 ENLARGING lens.
Famous German make.
Coated optics
Reg. 29.65, NEW
31/2" f4.5 coated Enlarging
lens. Famous American make.
NEW 45c boat & ins

Save Several Hundred ON FAMOUS LENSES FROM BRITISH SURPLUS 5" (125mm) f4 ROSS WIDE ANGLE XPRES 3950

All above used—in excellent con-dition—in barrel with iris dia-

The most exciting

TRIPOD

#### 35MM FILM 35mm v 100 ft. ANSCO ULTRA SPEED ...

50

**1**25

SENSATIONAL 11/3" fl.9 TELE

FITS ALL 8mm MOVIE CAMERAS COATED & IN CLICK STOPS

Precision focusing mounts. Twice as fast as 2.5s and gives an image 3X in size to the one you're now getting. Rec. 342.50. Specify camera when ordering. 9 Extreme Wide Angle for 8mm cameras.

NEW 24.75

654 post & ins

BRAND-NEW

3 rolls for 4.00

25mm x 100 ft. KODAK TRI-X eq. 3 rolls for 5.95

35mm v 100 ft. KODAK POSITIVE ed. 3 rolls for 5.00

35mm x 100 ft. KODAK PLUS-X ... 3 rolls for 4.25

KODAK PANATOMIC-X 225

KODAK SUPER XX, Safetyea. 3 rolls for 5.00 35mm x 100 ft.

Reg. 6.00 Value. All guaranteed 'til Feb. '56 ADD 35¢ post. & ins. sa.

#### AT AIR PHOTO. WHEN YOU YOU SAVE \$

FILM IS GUARANTEED TO JAN. '56 OR LATER. SAVE—SAVE—GREATLY REDUCED PRICES

16mm MOVIE FILM Super XX 0 Super XX 395 and 10.30 and 10

16mm MOVIE FILM SOPE TA A CALLERS XX 239

Price includes o FREE Eastman Kodak PROCESSING e

DO YOUR OWN PROCESSING Ansco, ASA 50 25 tr Tolling Sinck & William 25 FOR S5c post 4 ins 16mm REVERSAL FILM



closes to 34" ex-tends 66" plus 13" more with center-lift. Complete with pan/tift head. BRAND 1195

Bargain

85c post, & ins.

SENSATIONAL UTILITY 35mm SLIDE PROJECTOR



100 watt, all metal unit with therme-draft cooling. Reg. 12.95

BRAND NEW FILM PACK

4 x 5-Super XX-3 fer ....

21/4 x 31/4 Plus-X 3 for 2.95

375

8mm BLACK & WHITE ASA 50. 595

45¢ post & ins

4x5 ANSCO COLOR

350

K-20 AERIAL CAMERA 63/8" f4.5 lens



Rapid-se-quence on 4 x 5 neg. Manual op-eration. Shut-

plete stock Guaranteed 16800 nt. Write Shpg wt 25 lbs.

AMAZINGLY FAST
7" f2.5 AERO EKTAR
on K-21 comera
(5x7 51ZE)



BRAND 9950
Wooden storage case 0.30
Shpd Express, with case

FAMOUS U. S. AIR FORCE B-8 MATTE DRYER complete a

Shed via express 195 00

DEPT MS 10 555 E TREMONT AVE NEW YORK 57, NEW YORK

#### BULK FILM LOADER



Siash your film costs as much as 90%. Load your own 35mm car-tridges — even in bright day-light

BRAND NEW
45¢ post & ins

65¢ post & ins

#### INFRA RED FILM

Used in military and espionage. Permits you to take pictures in the dark (with infra-red flash bulls). Or, negative type effects on your pictures (white trees, black skies) in blazing sunlight. Buy some today!

120 er 628 ROUL, FILM.

10 FOR

SBmm x 100 ft. 4x5 SHEET FILM. Add 1.25 post & ins ....25 2.00

#### 35mm ANSCO COLOR 50 ft. rolls in bulk

Load 15 of Your Own Cartridges with 50 ft. Brings cost of color film down to 5i¢ per cartridge. Indeer & outdoor, complete with filter (specify size). Gwaranteed 'til Jan. '56.

759

	-
FREE FRE	-
PREE PRE	

NEW BARGAIN BULLETIN with thousands surplus items at tremendous savings. Absolutely no charge, it's free! Send today.

**OCTOBER**, 1955

REMEMBER YOU SAW IT IN MODERN



#### NEW PRODUCTS

(Continued from page 28)

ger of overloading or component breakdown. Dimensions: 4½ x 3½ x 8% inches. Price, \$54. For more information, write: American Speedlight Corp., 63-01, Metropolitan Ave., Middle Village 79, Long Island, N. Y.

#### Polaroid Filter and Lens Shade

Both the Polaroid Lens Shade #545 and Orange Filter #546, developed for use with Polaroid's new panchromatic films, clip into the ring of Polaroid



Speedliner and Highlander cameras. The lens shade and filter may also be used on any camera with a 30- to 32mm lens ring. Price, for the Polaroid Lens Shade, \$2.45; for the Polaroid Orange Filter, \$1.95. For additional information,

POLAROID CORP.
730 MAIN ST., CAMBRIDGE 39, MASS.

#### Adox in 120 Rolls

High resolution Adox film, from Western Germany, is currently being imported in 120 size rollfilm. It is available in three different speeds (A.S.A. index): R-14, 16; R-17, 32; R-21, 80. Price, 60 cents per roll. For more information, write:

E. LEITZ, INC. 468 FOURTH AVE., NEW YORK, N. Y.

#### Two New FR Developers



A new fine-grain FR developer, X-33B, has been designed especial-ly for use with the ly for use with the new high speed films, including Kodak Tri-X. The manufacturers claim that there is no sacrifice of emulsion speed in the new developer, and that it is balanced to produce the full tonal scale the full tonal scale in the negatives.

X-33B is packaged in 32-oz., 5-qt. and 5 gal. bottles. Replenisher for X-33B will be available in an 8-oz. size as well as in the quantities listed above.

Usable exponents in the care in the constitution of the constitution of the constitution of the constitution of the care in the care i

Usable exposure indexes up to 2000 are claimed for Tri-X when processed in another new FR developer, X-500. Designed specifically for pictures taken under dim conditions without supplementary light, the X-500 is said to give full scale gradation and medium fine grain. X-500 comes in 8- and 32-oz. bottles.

The X-33B Developer and Replenisher, and X-500 will be priced the same as other FR chemicals. For more information, write:

mation, write: THE FR CORP.

951 BROOK AVE., NEW YORK 51, N. Y.

Seven 35mm stereo slides can be duplicated by reduction and mounted on a View-master reel by Lowell Color Slide Duplicating service. The repro-

Остов



narp.

for oid

he

m ns

ge

st-

60

in

he

he

is

in al ale es. nd or ng. st-

0to

ed

er oe-

le

8.8 OT-

HY

#### SPECIAL . . . SAVE \$81.85! ROLLEICORD MODEL V

W/f3.5 Xenar • Rollei Flash • Case · Cable Release · Filter Kit · 6 Rolls PX 120 . Rolleigrid Field Lens NEW . \$202.35 USED . \$125.50



#### LATEST MODEL MINOX 111S

W/ Case & Neck Chain! Tiniest precision camera.

- Synch for Flash or Strobe Coated 13.5 Lens
- Speeds 1/2 sec to 1/1000th
- e Dhie Exn. Prev.
- 50 Exp. B&W-30 Exp. Color

NEW 139.50 USED 85.00



### Save 46.50! LaBelle 500W Slide Projector

- 2x2 Slide Proj
   f3.5 Ctd Lens
   500 Watt Lamp
   Auto foods & changes slides

NEW 95.00 **USED 48.50** 

611.320.13	ATTACHMENTS for KINE EXAKTA and PRAKTICA
Prost.at	ATTACHMENTS OF NINE SAARIN SEE THAT
Bellowsco	pe, folding monorail19.95
Extension	tube set Kine (5 pc.) 9.95
Extension	tube set Kine (focusing) 9.95
Extension	tube set Praktica (3 pc.) 5.95
Extension	tube set Praktica (foc.) 9.95
Microscop	tube set Praktica (foc.)
Kine of	Praktica set
3 ft tame	e adapter and tube set ext. Praktica set
supp	8mm LENSES
	9MM FEMSES
13/2" (3.8	focusing mount18.50
115" (1.9	focusing mount19.95
21/5" 69 4	focusing mount
-72	8mm WIDE ANGLE LENSES
13.9 W.A	.FF28.95
8.5 W.A.	FF18.95
16.5mm f	FF
EO	P CINE KODAK Smm MAG CAMERAS
\$1/5 mm on 61	. 9 W. A. (click stops ctd)
18/2" 41 4	Telephoto focusing mt.
	tone ctd ) 36.50



#### Terrific Tripod Offers! STAR D COMET With Swing-over Titt Reg. 22.50 NOW 15.95

STAR D CONQUEST SPECIAL 13.95

**Terrific Value!** SAVE ON PLASTIC RECORDING TAPE!
Reel (400') Reg. 3.50 NOW 1.50 ea., 3 for 3.75
7" Reel (1200') Reg. 5.50 NOW 1.85, 3 for \$.40
—While They Last—

- waite they bast-	
Tape Recorders At Unbeatable	Prices
Revere T-100169.50	67.95
Eicor 115	54.95
1DC Stereotone249.50	137.98
Pentron 9T3C189.50	89.95
Revere T 1100 159.50	94.50
B&H Festival299.50	169.50



30 DAY FREE TRIAL PERIOD FULL REFUND PLEDGE
2 YEAR UNCONDITIONAL GUARANTEE. YOU CAN ONLY CHOOSE . . .
WHEN YOU HAVE A CHOICE! Now, YOU can make your own Choice on either New or Used equipment. Both prices are marked for Immediate Action. Your old equipment may be used as a down payment.
FOR YOUR BEST BUY. . . BUY BROADWAY!





#### 8mm CAMERA OUTFITS AT UNBELIEVABLY LOW, LOW PRICES

Complete with all lenses. Some New, Some Demonstrators . . . ALL FULLY GUARANTEED!

	REGULAR +	WIDE ANGLE	+TELE PHOTO	= SPECIAL
BOLEX H8	13mm f1.9	7mm f2.5	11/2" f3.2	194.50 used
BOLEX 88	13mm f1.9	7mm f2.5	11/2" #3.2	100.50 used
DeJUR Emb.	13mm f2.5	6.5 fl.9	11/2" 13.2	75.50
REVERE 84	13mm f2.5	. 6.5 fl.9	11/2" f3.2	107.50
REVERE 45	13mm f1.9	7mm f2.5	11/2" 13.2	124.50
REVERE 99	f2.8	6.5 f1.9	11/2" f3.2	92.50
REVERE 67	f2.8		11/2" f3.2	69.50
BELL & HOWELL	f1.9		11/2" f3.5	134.50



#### AGAIN ... TERRIFIC VALUES! WITH LEICA CAMERAS and EQUIPMENT . . .

NEW USED BODY ONLY IIIF f2 Summitar..... 134.50 107.50 HE f3 5 Fimar

Leica M3 Adapter to use your present lens. For the M3.....ONLY 10.50



eg. 99.50 Value

Rangefinder

FRE GASE • Flashgun

ROW ONLY

59.50 COMPLETE! Reg. 99.50 Value

Yau'll Save Honty On A
BRAND NEW RICON
"35" OUTFIT!
A Presision made, Rapid
Sequence 35mm Camera, that
takes FULL FRAME 2COLOR SLIDES...
Trigger Handle
4 dinm R.D. Ott.
Rangefinder Viswing
Rangefinder Viswing



#### SAVE P-L-E-N-T-Y ON A ROLLEI OUTFIT!

Latest Model Rolleiflex 13.5 coated Lens
Case • Cable Release & Lens Cap
BN Relieiflash gun • Relleigrid Field
Lons • Compl. Filter Kit • 12 Rells
Film • Case of Flashbuths

ALL FOR ONLY NEW\$320.95 USED\$184.35



### ARGUS C3 OUTFIT

Including:

• Camera • Case
• Flashgun • Telephote Lens
• G—20 Exp. Relis Tri-X Film
• 2 Relis Celer Film
• Filters • Expecure Meter
Reg. NEW 154.00 LIKE NEW 57.50

35mm Cameras & Stereo	USED 37.50	ROLL FILM CAMERAS	USED 148.95
Canon IV f1.9 Serenar	120.00 44.50	Polaroid Pathfinder 249.50 Polaroid 95A 89.75 Polaroid Highlander 99.95	44.50 39.50 84.50
Minolta f3.5 Model II f2.8	93.50 107.58 192.50	Super Ikonta B f2.8 Tessar Synch Voigtlander Bessa f3.8 Golde f2.9 Lens 127	47.00 19.98
Nikon \$2 f1.4	219.00	8mm PROJECTORS	
Argus C3 f3.5 Ctd. Case, Flash	32.50 36.50 46.50 287.50	### ### ### ### ### ### ### ### #### ####	95.00 64.50 67.00 43.50
Stereo Realist f3.5 Ctd	79.50 49.50 42.50	750W Keystone K109 119,50 300W Kodak Brownie 62,00 500 W Boley MR 169,50	69.50 38.50 39.50
Revere Stereo. 174.50 Viowmaster Personal Stereo 89.50 TWIN LENS REFLEX	79.50	SINGLE LENS REFLEX	47.50
Rolleiflex f3.5 Tessar MX	116.98 184.35 72.50	Bolsey C22 Set-O-Matic f3.2 Ctd114.50 Contains 1	92.50
Ricohflex (3.5 Ctd. 49.80 Ciroflex D f3.5 Ctd. Synch	39.50	Soligar 13.5 49.50 Exakta VX 13.5 Tessar & Penta Prism239.50	140.00
Flexora f3.5 Ctd	45.50 30.00 64.80	CLOSE-UP ACCESSORIES FOR LEICA, CANON	
8mm MOVIE CAMERAS	49.50	Extension tube set (3 pieces)	6.05
DeJur Embassy f2.5	79.50	Extension tube set, focusing type	17.95
Revere Ranger f2.5	22.50 72.50 59.50	Reflex Housing. Prism for reflex housing. 3 ft. tape measure and level.	10.50

#### NOTICE!

Due To Space Limitations . . . only a partial listing of photographic supplies is shown . . . we have thousands of TERRIFIC BUFS . . . just write us re-ognize your needs FREE Catalog Available!

CAMERA 872 BROADWAY, NEW YORK 3, N.Y.

## BROADWAY CAMERA SHOP

872 Broadway, New York 3, N. Y.
For personal service write to Roy Talbert
Please Quote on trade. My old samera is a

I would like to buy a.
Please Rush the following equipment (10% Dewn)
Hame
Address C.O.D. please send 19% deposit
Estimate periage . . excess will be refunded

YOU CAN **AFFORD** THE

## Minolta HIGH-PRECISION REFLEX CAMERAS

REST! Minolta cameras have the features of the most costly twin-lens reflex cameras, plus exclusive advantages not found in the most expensive makes. They are manufactured by Chiyoda Kogaku Seiko, K.K., one of the world's most popular camera manufacturers, who, since 1927, has been producing a complete line of Minolta top-quality photographic and optical equipment exclusively, making the entire product, including lenses.

No other company, anywhere in the world, boasts higher standards throughout every step of the way. From the initial design to the finished product, there are ethical and production rules that must be strictly adhered to. It is no wonder, then, that Minolta Means More, in any language.

#### Minolta AUTOCORD

HELICAL FOCUSING LEVER, actuated by index finger of hand supporting camera, sweeps focus from 3 ft. to infinity in a single stroke. Automatic film transport advances film, counts the exposure, and sets shutter. TAKING LENS is ROKKOR 75mm F/3.5, 4element, highly color corrected and coated.
VIEWING LENS is ROKKOR 75mm F/3.2,
3-element, fully coated. OPTIPER MXS PRECISION SHUTTER, synchronized at all speeds from 1 second to 1/400th and bulb, with built-in self timer and safety-locking body hutter release

## himsty Minoltacord

HELICAL FOCUSING LEVER adjusts focus, FILM TRANSPORT LEVER advances film. COCKING LEVER sets shutter. TAKING LENS, PROMAR SIII-75mm F/3.5, fully cocked. VIEWING LENS is F/3.2, OPTIPER MXS SMUTTER synchronized at all speeds from 1 second to 1/400th and bulb, with built-in self times.

#### DOUBLE GUARANTEE

In addition to Chiyoda Kogoku's uncendi-tional guarantee, Minolta cameras bear the guarantee, Minolta cameras bear the guarantee of our exclusive U. S. Sales Agents, the FR Corporation—an iron clad combination for your satisfaction and pro-tection, For literature write to: The FR CORPORATION

#### NEW PRODUCTS

(Continued from page 34)

ductions are made on Kodachrome film. For a price list and additional information, write: Lowell ColorSlide Duplicating, 5518 Cahuenga Blvd., No. Hollywood, Calif.

#### **New Radiant Screen**



Improved roller Improved roller action and a redesigned case are featured in the Screen master, first model in the new line of Radiant projection screens. Also incorporated in the Screenmaster is an automatic leglock device which is designed to fa-

is designed to fa-cilitateopeningthe legs of the screen when setting it up. The Screenmaster's glass-beaded fabric is claimed to be fire-and mildew-proof. Priced from one to three dollars less than last year's model, the Screenmaster is available in eight sizes from 30 x 40 to 70 x 70. For more information write. information, write: RADIANT MFG. CORP.
2627 W. ROOSEVELT RD., CHICAGO 8, ILL.

#### **New Packaging for Clayton**

New 8 ounce packaging for the Clayton Chemi-cals, P-20 and P-60 cals, F-20 and F-60
Phenidone developers, and CF-9
speed fixer, has
been designed
especially for amateurs who don't need a full quart. The P-20 is a high-



CLAYTON CHEMICAL & PACKAGING CO. 5420 N. DAMEN AVE., CHICAGO 25, ILL.

#### Sylvania Redesigns M-2



Three improvements have been announced for the M-2 flashbulb, which is used largely with fixed-focus cameras. New construction New construction of the M-2 now provides a glass stem inside the bulb. That is, a shock-resistant glass base holds the wire leads and filament in a rigid

filament in a rigid position. This will enable the bulb to better withstand rough treatment. The shape of the designed to be more nearly rectangular than oval (as was the previous model). This is claimed to give a more efficient flash.

Improved gripping power and rigid lock are said to come from the rede-signed base. The recess in the base is (Continued on page 48)

# Whatever Lola Wants...



A PROFESSIONAL METER AT AN AMATEUR PRICE



SEKONIC PHOTO ELECTRIC EXPOSURE METER

- Simple to use For the New Compur 'Light Value' system! Direct Reading Humidity-proof Long Life
- 58.45 complete with case

#### **16MM FANS**

The most sensational telephoto lens ever offered the public! Razor sharp, color corrected, click stops, focusing mount.

\$75.00

Sold with a 30 day money back trial period.



SAVE OVER 50% on Movie Editing

Equipment MANSFIELD EDITORS

complete with action Editor, re-Wildis, splicer.

8mm Action Reg. \$39.95 Now \$22.75

8mm Deluxe Reg. 59.50 Now 27.95

16mm Deluxe Reg. 69.50 Now 32.50

#### ZOOM FINDER



FOR LEICA. CONTAX, CANON NIKON, etc.

From 35mm to 135mm

incl. case

#### STEREO PROJECTOR

Brand New!

with f:3.5 ctd. lenses, twin 500 watt lamps, blower cooled, hori-zontal and vertical

\$74.50

#### SOLIGOR "35" 35mm SINGLE



\$32.50

LENS REFLEX Precision built import, compares to others selling for \$100.

JUST LOOK AT THESE FEATURES . . . Interchangeable lenses Built-in Cold Rangefinder f3.5 Coated Lens Shutter speed to 1/200 sec. FX Flash Synch.

#### LEICA IIIF



speeds from 1 sec. to 1/1000 sec. built-in rangefinder.

OFFERED IN A

Look at these features!

\$59.50

MITCHELL HAS EVER

. 20 ft. wind

. Brilliant Finder

MITCHELL

PRICE...

SUMMICRON

. Slew metion and sound speed

#### **Brand New** PRAKTICA FX



A terrific buy of one of the best single-lens reflex cameras. This is the newest model with F2.8 TESSAR and PRE-SET DIA-PHRAGM. Fully

\$144 00

\$77.95

Convert Your Slide Projector **16MM MOVIE CAMERA** 

SAVE ON BRAND AUTOMATIC SLIDE CHANGER

Newest way to store and show alides! For 2 x 2 projectors, fits AMPRO, KODAK, SVE, TDC, VIEWLEX, SKAN, BRUMBERGER, Complete with mag. of 36 slides and adapter. Specify projector model.

Reg. \$14.95 \$9,95 Mag. \$2.25-Spec. \$1.59

TDC-VIEWLEX OWNERS! THIS IS FOR YOU!

Trays for your TDC Selectron or Viewlex Change-O-Matic. Holds 36 slides per tray, cardboard or glass.

#### INTRODUCING THE NEW

. 100 ft, economical speel lead

· Interchangeable lenses

AND LOOK AT THE PRICE



• 1:2.5 Lens

The World's Biggest Buy! 21/4x21/4 Reflex PLUS 35mm Adaptability

Large DeLuxe Heavy Duty

GADGET BAG

Genuine Leather Gadget Bag 10 x 12 x 4

\$4.95 value Postage 25¢

SAVE \$12

73/4 x 3. Extra pocket,

\$2.25

Postage 75c

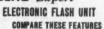
Z'/4XZ'/4 Keffex FLU5 35mm Adapta Check these other features: • Fast, 80mm ctd f:3.5 matched lenses • FX synch, shutter, speeds to i/200th sec. & B. • Full-size, ground glass fessising with depth-of-field scale—or oye-level finder: lifer. • Sturdy, all-metal body with chrome satin finish and leather grain trim. SUFER RICOMFLEX WITH AUTO-STOF fer automatic film advance. Only \$33.95

ALL-IN-ONE—for \$7 as little as .



\$39.95

#### THE GREATEST BUY WE HAVE EVER OFFERED **ULTRABLITZ** Expert



Weighs only 3½ lbs.
Operates on four 15¢ Batteries
Also operates on AC current
1/1000 sec. flash duration
Guide # 250 for B&W

NOW COMPARE THE PRICE . . ROY SED SO SPECIAL 39.95

Lowest Prices Ever! PLASTIC RECORDING TAPE

> 5" Reels 3 for \$4.99 7" Reels 3 for \$6.99

8mm CAMERA OWNERS SENSATIONAL BUY ON THE FASTEST TELEPHOTO LENS MADE

\$24.95 REVERE, KEYSTONE, DE JUR, BOLEX, ETC.

#### **BRAND NEW FAMOUS DAVIDSON**

STAR D TRIPOD Reg. Now Conquest Elevating

\$19.95 \$13.95 15.40 4 section 17.50 10.95



12 for \$5.50

EXTENSION TUBES FOR LEICA HIGH QUALITY GERMAN MADE

> ANODIZED Reg. \$17.95



#### NOW IS THE TIME TO BUY THAT LENS!

8MM	
7mm F2.5 W.A. 6.5mm F1.9 8-ELEMENT W.A. RETROFOCUS 11/2" F3.2 FOCUS MT. 11/2" F2.9 FOCUS MT. 11/2" F2.5 FOCUS MT. 11/2" F1.9 FOCUS MT.	28.75 10.75 12.95 15.99
16MM	

\*In Photo Equipment

Write for Our New Catalog #M10 C.O.D., please send 10% deposit. In-clude postage on all prepaid orders. Excess refunded.



camera stores, inc. WEST 50th STREET, NEW YORK 19, N. Y., PL 7-6812





#### FOR THE 8MM & 16MM MOVIE FAN



400 ft. cap.1

Diceast base comes readily apart for compact storage Action Viewer has focusing AMB framing control, projects brilliant image on 2x3 screen. Easy to thread, scratchproof, scientific ventilation of lamphousing. Complete Outfit: Viewer, 3 piece base, automatic master splicer, cement, pair of 1200 ft. revinds.

#### 4 DE FAMOUS MAKE 8mm EDITING OUTFIT \$10.95 A value like never before!

950 Outfit contains Projection Editing Viewer, with bulb, pair of rewinds with brakes, all metal splicer, all ready for simple mounting on board or table mot supplied). Can you afford to pass up such a value? Sh. Wt. c. Iba.

#### SUPER DELUXE 8mm EDITOR

51495 DE 1 Same viewer, rewinds as above, but with automatic splicer, plus metal base—a \$26.00 5 pc. set. Sh. Wt.6 lbs.

#### 8mm ACTION VIEWER



Frame at a line, but Immined in centineus melian. \$1895 | diviewer which makes ure. Operator can adjust focus to his own vision. Easy to thread, scratch-proof, scientific ventilation of lampholising—eaily a blessing for movies lans with a cilimited budget who know they'd have to spend \$40.00 and up a viewer like it! \$5h. \$V\$'. 4 lba.



# CINE TITLER REG. For 8mm & 16mm \$5.95 SAVE 40% Titles and action, provide continuity and takes at the continuity and the same time as summer to the continuity in the continuity

#### SALE IN METAL REELS and CANS

8mm { 200 ft sets 6 for 2.98 400 ft. sets 5 for 2.98 300 ft. sets 5 for 2.98 16mm 400 ft. sets 5 for 3.49 FREE with each set: 50 ft.
Movie Features,
worth \$1.75.

#### 8mm PROJECTION EDITING VIEWER

You'll more than ever enjoy editing your movies when you use this neat, all-metal, electric editing views than the second entering views the second metal, electric editing viewer. It pro-jects a clear image on the ground glass, makes possible viewin from a comfortable distance. Shipping Weight 2 lbs.

#### fl.9 NORMAL FOC. MOUNT 8mm LENS

Whether you own a Keystone, Revere, Cinemaster, Debur, Balf Sportster or Companion 8mm camera, you round 12/52 or 13 mm slow 12.5, 1 mm step 100 kg. 25, 35 lens for a brand new coated ½" fi.19 lens with Clickstops in one foot to infinity focusing meant? You can still set this lens at 10 feet and use its depth of field like a "Heef focus," but closeups can be accurately focused and distant shots will be sharper, too. When you bought your new camera, you would have hed to pay 92.50 or more care for such a lens! ½" 1.19 lens without trade-in 118.50

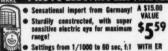
Aux. Wideangle Lens, screws into 1/2" 1.9, makes a 1.8 Wideangle when needed, enly.

#### 15MM F:1.9 BERTHIOT WIDEANGLE for 16MM \$12.95 In Standard G Mount—Focusing 1 Ft. (30cm) to Inf.

Made by France's largest lens manufacturer, this fine color-corrected lens covers a 43 degree angle hommal rises for four or five times our price! Reedless to say—the quantity is limited.

Shipping Charge 15c

#### FAMOUS PHOTO ELECTRIC EXP. METER



Settings from 1/1000 to 60 sec, f:1 WITH ER to 1:22, ASA 4 to 250.

Most compact—2" x 3" x 1" and light. 4 oz. Snap open protective cell cover, set desired shutter speed opposite pointer—and you are ready to read off correct opening for your film. One hand operation. One year guarantee by Spiratone and manufacturer. Shp. Cost 20c

#### FOR THE DARK ROOM

#### SAVE 50% ENLARGING LENSES



9.95

ELECTRIC PRINT
DRIER \$4.89
WITH 12 x 17
FERROTYPE

Yes, Spiratone does it again? A complete, ready-to-use electric drier, with a capacity of 2, 8x10 or an accordingly larger number of small prints—single-weight or doubleweight, glossy or dull finish—simply constructed, yet as efficient as units costing yet as efficient as units costing several times as much Works on AC or DC Sh. Wt. 8 lbn.

BUB-BRIER, Twinsurface Model with stand, double capacity, incl

#### DEVELOPING TANK

Simple bayonet lock for different size adjustments. Vents for different size adjustments. Vents for uids. Agitating rod. 23, 121, room — other operation. 20, 210, tions in daylight. Easille, 616. by worth double. Task Shpg. Wr. 2 tbs.

H beight with tank

# AUTOTILT PRINT WASHER WITH BOURD WE, 3 lbs. any darkroom ilems of \$4.98 and up, only

#### HYPO TESTER \$100

A hydrometer-type device which instantly shows correct fixing time. Helps eliminate stained prints and wasted hypo. Sh.Ch.10c.

#### ALL METAL 11 x 14 EASEL



Solid frame guide on 4 sides for proper alignment.
 Spring steel masking bands calibrated in inches and mm.
 Adjustable for all sizes from 1x1" to 12x15".

" to 12x15". • White exameled base. Extra sturdy line tweight 4 lbs. 9. Fulge enlarger cord into floot-switch and you are ready to dodge, vignet and fully control your 'blow-ups'. Combined Ship. Wt. 6 lbs. 8x16 Enlarging Exel, same construction as above, with featswitch. .... 44.98

#### ENLARGING TIMER



50 sec. range, with second markings. Current shuts off automatically at end of desired time interval. Built-in lock holds knob at desired position, until toggle is released. Adjustable stup for repeat exposures. Manual operation pulgs right into receptacle on cord timer. Shpg. Chge. 30c.

3 for 54.19
Made of heavy acid-proof plastic, with reinforced ribs, handy pouring spout. Shpg. Wt. 5 lbs. 8x10 Trays 3 for \$2.39. Shpg. Wt. 4 lbs.

#### SALE ON BRAND NEW GROUND & CONDENSERS

2" (35mm) .... 59c 2.95 14.6216 3" (214" sq.)79c ...... 1 lb. 4½" (2¼x3¼") 4.98 s the



PC. ENLARGER ACCESSORY KIT

RE. \$9.90 VALUABLE TO BEGINNERS

RE. \$9.90 VALUABLE TO BEGINNERS

Set contains sturdy footswitch, bottle film tole, pair of print longs, pair long FREE WITH SET: Argee Print Washer, fits faucet, a \$3.00 value.



Double Dispared inner and selver bags, made of the finest circle, make this hag (160% light pred even in brightest smallght. Writther for use in an emergency, with a till nor are pulled off the spool in a 35mm camera, or for reloading cut film holders or for developing film when no dekroom is available. — the changing bag ijustly referred to as a "portable darkroom". 17":16" working space plus elastic idented the leveral referred at Schipping charge 25c. — 75PETESSIGNAL MOREL: 7" 250" writing space, G11.00 \$6.95 value) Shipping Charge 59c.

#### 10 FT. CABLE RELEASE \$4.49

with softserew and booter spring
A sturdily constructed German cable for remote control work
to operate with any Kodak or Comput type shutter. Imagine
the many new possibilities this release opens up for you—
whether you photograph with animals, unsuspecting children
at play or take a self-portrait, you'll find this release a valuable accessory. Leaks needle and Zeal Shipping Cout 25c.

Other long Cable Releases with setscrew.

Ger 31:30 Mg 22:30 20; 1, 37:80 40 Rt. \$12.48

#### for the twin lens reflex camera fan

## SAVE 50% PARALLAX-CORRECTING PLUS 3 CLOSEUP 5ET '2.49 A 'must' for closeup work from 15" to 10" mith cirollex, Graflex 22, Rolleis (3.5) etc. Reg.

#### MAGNIFYING HOOD \$2.95 PPD

FOR ALL TWIN LENS REFLEX CAMERAS



A flat thin Fresnel ring plate which fits over groundgless in your reflex camera, greatly increasing brilliance of viewing image, making the often almost invisibly dark conner image to thimse bright No installation—just drop fieldlens onto groundglass. Partipade. Por Rollet, Graptlex\*29.\* (Cropflex, Ricch) Higher, Argoflex, etc.,

## AUX. TELEPHOTO and WIDEANGLE LENSES

for Rollei (except 2.8), Giroflex, Graflex 22 . \$16.95EA

or \$29.95 for set, in double leather case.

#### 35MM FOR ALL TWINLENS REFLEX CAMERAS

Without installation, the Minidapter enables you to use 55mm film in your 120 Rolleifers, Rolleicord, Cirolles, Graflex 22, Flektar, etc.—yet, you can change back to your regular size any time you wish. Minidapter comes-complete with groundglass mask and separate finder, for vertical and hori-

35MM MINIDAPTER FOR RICOHFLEX ...

#### 21/4 SQ. GLASS BINDERS AS LOW AS 5¢ Ed.

At last—an economical type-on mount with 2% x2% to the control outside dimensions to fit standard viewers, projectors. Each binder comes complete with two glasses. Shipe, Wr.a., #7 and 12 lb., 50 for \$3.55 — 100 for 38.49 — 400 for \$20.60 for \$3.55 — 100 for \$3.55 — 100

#### POLASCREENS W/Pola Screen W/Pola Screen

POLASCREENS
The meat useful lens accessary made, equally carled for AL carlet and All the meating of the AL carlet and All the All

# Sale / 40% 10 Sale / 40% 10 Type own an Argue CS, you can take advantage of the most unusual aswings we have ever of ered, while supplies last. 40' Cable Release, our usual 'special' price \$1.50. \$ .80 3 ft. Koiled Kord, for use or Argue C3 flash as bounce light. 1.80 Stereolach 3-0 attachment, with 3-0 viewer, reg. \$25.90. 12.55 Stereolach 3-0 attachment, with 3-0 viewer, reg. \$25.90. 135mm f-4.5c-f cpid. ctd. telephoto, reg. \$49.95. 29.48

#### 3 UNIT REFLECTOR OUTFIT \$5.49

Two aluminum reflectors for

#1 or #2 bulbs One builet reflector for snot effects

W. T.

three complete with swivel joint, switch, socket, clamp and cord at a fraction of their usual cost. Shipping Weight 5% lbs. SUGGESTION: 2 §2, 1 §1 phetafieed bulbs 86c.

#### PHOTOFLOOD STAND PLUS TWO

- 3-section metal stand extends 6'4".
- Sturdy, braced logs with rubber tips.
- Stand telescopes compactly to only 2 feet. Positive locking at any desired height.

Pestive locking at my desired negat.

The ideal indoor lighting selve. 27 \$11.00 VALUE crushav, can also be used to hold steree, backgrounds. Two-some steree, backgrounds. Two-some photofloods, complete with sockets, switches, 6' cords, ball socket swivel joints, rubber jiwed spring clamps, can be used on cross humiture. Skipping Pleights: Stand 4 lbs.; Reflectors 4. SUGESTION: 2 \$2 plotsfield build for semi-spet).

All prices include excise tax. Postage and insurance MUST be prepaid, even when no shipping weight is stated — overpayment will be credited in full. Everything listed is brand-new (unless otherwise stated) and fully guaranteed against defects. 25% deposit on C.O.D.'s.

RATON

49 WEST 27th ST., NEW YORK 1, N. Y. 135-06 NORTHERN BLVD., DEPT. M-10 FLUSHING 54. N. Y

0.0



# AMERICA GOES WIDE-SCREEN

# Home movie and slide camera fans create spectacular effects using Vistascope lens on their present equipment

Introduced into the United States with less fanfare than accompanied Cinerama, Cinemascope and other wide-screen Hollywood techniques, the Vistascope lens is now giving amateur and professional photographers new horizons in picture taking. Shooting from cars, roller coasters, speedboats and airplanes, home movie and slide camera owners are thrilling their friends with big, spectacular pictures containing overwhelming impact and three-dimensional realism.

The Vistascope lens is an anamorphic optical system similar to that used in making Cinemascope pictures. It retains the full image

size without distortion. Anamorphic lenses form one image with two different focal lengths, one for height, the other for width, thus securing three-dimensional quality.

Like Cinemascope, Vistascope supplements the lens used on the camera. When attached in front of the regular lens, Vistascope 'squeezes' 50% more horizontal area onto each regular frame of film. Then, when placed on the projector, it 'unsqueezes' the

image, projecting the wide picture onto wall or screen with forceful realism. Vistascope is the first anamorphic system to produce color slides for the amateur photographer.







The principle was developed after years of research by Dr. A. Bouwers of Delft University, Holland. A world-renowned physicist, he invented the universally used rotating anode X-ray tube.



The scene on the left was taken with a normal movie lens. The scene on the right, taken with a Vistascope lens, contains 50% more picture — without distortion or loss in image height. Glasses are not necessary to secure a 3D effect when viewing Vistascope films.

The Vistascope anamorphic lens is easy to use as it only requires a sunshade adapter ring to fit any camera lens. Standard cameras, color or black and white film, processing, screen and projectors are used. The picture above shows Vistascopes attached to various equipment.

At \$75.00 for 8mm. movie cameras and projectors, and \$125.00 for 16mm. movie and 35mm. slide cameras and projectors, and Rolleiflex with Rolleikin, the Vistascope lens is within the pocketbook range of most camera fans. For complete information, write to Godfrey Corporation, Box 845, New York 8, N.Y. Dept. MP10

# HOWARD'S GREATEST



11/2" f1.4 LENS TELE-AMITAR SUPER FAST Smm LENS



2500 WIDE ANGLE LENS AMITAR EXTRE

ASTRAFLEX '35



SAVE \$79.00 on USED ROLLEICORD IV



13.5 COATED XENAR M-X SYNCHRO

Importer's discon't model. Used..... 6495

Case 8.50 1.00 post. & inc.

EXCLUSIVE 4 x 5 B & J SPEED PRESS



Case 9.95

\$215.00 value with 6" f4.5 Steinheil Unofokat in Compur Synchro Press. Rangefinder and flashgun.

BRAND 13595 1.85 post. & ins.

can you beat this! COMPLETE OUTFIT ARGUS C-3

TH CASE & FLASH f3.5 lens, 2985

1.00 post. & ins. rgus C-4, f2.8, used............42.25

35mm PRAKTICA-SYNCHRO



12.9 COATED LENS 000

Unexcelled value for really big name camera. Focal plane shuffer speeds 1/2 to 1/500. Sync. Interchangeable lenses. Takes many accessories. Reg. \$129.50.

Case 7.95

1.25 post. & ins. Same with f2.8 Tessar, pre-set......69.95 EXCLUSIVE

21/4×21/4 REFLEX "66"

SINGLE LENS REFLEX COMPLETE WITH 13.5 COATED LENS—BULB (F) SYNCHRONIZATION

AT A WHOLESALE PRICE!

OHLY xe case 8.50

BRAND NEW

TELE-ASTRA ions, pre-set, NEW....59.50 Extension tubes....9.95 T WILL MY T

10 months to pay (or pay \$5.00 down, whichever is greater). Include note giving age, occupation, 3 references—AND THE Camera's yours, All in listing, used subject prior sele, add 1.00 postage & insurance. DOWN

#### 35mm cameras

SALE DOWN

CHICK C	
Bolsey B-2, f3.2 ctd, Case and	5.00
flash 29.50 Bolsey B-22, f3.2 ctd 35.00	5.00
Bulsey 5-22, 13.2 Ctd	
Bolsey C-22, f3.2 ctd, sync 66.50	6.65
Clarus, f2.8 Coated, RF 36.00	5.00
Contax 1, f2.8 Tessar 45.00	5.00
Contax 1, f2 Sonnar, 57 50	5.75
Contax II. f2 Sonnar 82 50	8.25
Contax III, f2 Sonnar 108.50	10.85
Contax IIA, f1.5 Sonnar ctd168.75	16.87
Contax 111A, f2 Sonnar ctd187.50	18.75
Contax IIIA, f1.5 Sonnar ctd., 195.00	19.50
Contessa, f2.8 Tessar CRF 83.50	8.35
Contessa, 12.8 Tessar CRF 83.30	
Contaffex f2.8 Tessar, Sync 82.50	8,25
Exa, f2.8 ctd, Sync 44.50	5.00
Exakta f3.5 Tessar ctd, sync 68.50	6.85
Exakta V, f2 Biotar, M-X118,50	11.85
Exakta VX, f2.8 Auto Westanar 149.50	
Exakta VA, 12.0 Auto Westanar, 149,30	14,95

Exakta VX, f1.9 Auto Xenar...195.00 19.50 Exakta VX, f2 Auto Westagon..168.50 16.85 Retina IIa, f2 ctd, XM. 70.00 Retina IIc, f2.8 ctd, RF. 104.50 Retina IIIC, f2 ctd, RF. 116.00 35, f4.5. 19.55 135, f4.5. 17.50 Signet, f3.5 Ektar ctd. 40.50 Pony 828, f4.5 ctd, Sync. 70.00 Kodak Kodak Kodak Kodak Kodak Kodak Kodak

ry 11 f2.7 ctd, Sync..... 18.00 Prominent, f2 ctd. RF... 129.45 Prominent, f1.5 ctd, RF.136.00 Vitessa f2 ctd, RF, M-X. 83.00

reflex cameras

Ciroflex B, f3.5...... 19.95 5.00 Videon Stereo, f3.5 ctd Sync.. 38.50 5.00

Triggers multiple extension

flash without wires! Reg. \$52.00 EACH BRAND NEW 1495

3 for 43.50 60 ea. shpp Batteries & reflector, extra

SALE DOWN

				PRI	CE P	PMNT
roflex E, roflex E, exarett, raflex 22,	f3.5	coate			66,50 57,00 37,50 47,00	6,65 5,70 5,00 5,00
and the	£2.0	-	Flore	91	00.00	10 00

Hasselplad, 72.8 CCC Extar ... 57.00 Ikoflex IIa. 57.00 Ikoflex II, 73.5 Tessar Sync. 74.00 Ikoflex, 11, 73.5 Sync. 63.50 Ikoflex, f4.5 Novar ... 29.50 Ikoflex III, f2.6 Tessar, Sync. 95.00 Codak Reflex, ctd f3.5 KA, Sync 36.60 Codak Reflex II, ctd f3.5, Sync. 37.00 Corelle Reflex II, f2.8 Tessar. 69.50 Penta Reflex, f3.5. 17.50 Frimar Reflex, f3.6. 19.50 Frimar Reflex, f2.8. 99.50

icohflex, f3.5 ctd, Sync..... 18.50 olleicord, f4.5 Triotar..... 36.50 olleicord II, f3.5 Triotar.... 46.50 olleicord III, f3.5 Xenar, Sync. 62.00 olleiflex, Auto f3.5 Tessar 

#### view cameras

			_	_	-				_
4x5	Korona	View.						59,50	5,95
4x5	Grover	Mono	Rail					59.50	5.95
5x7	B&J C	omm V	iew.			 		50.50	5.05
5x7	Rembra	ndt. Di	v Ba	ck				72.00	7.20
5x7	Grover	Mono	Rail				٠.	72.00	7.20
8x 10	Ansco	Comme	rcial					109.50	10.95
8x10	B&J C	omm V	iew.			 		69.95	6,99
8x10	Grover	Мопо	Rai	1.				.89.50	8.95

#### stereo cameras

Hoca	I. ctd	f3.5		34,50	5.00
Hoca	la, ctd	f3.5 Syn	ic	57.50	5.75
Revere	Stereo,	ctd f3.5	Sync, RF	76.50	7.65
			5 Sync		6.66
Stereo	Realist	f2.8 ct	Sync	114.50	11.45

#### Wollensak 10, f2.7 ctd, MFX Sync, Coupled Rangefinder......137.50 13.75

enlargers	
21/4x31/4 DeJur I, f4.5 82.00	8.20
21/4 x 31/4 Federal 240 14.00	5.00
21/4x31/4 Federal 269 CL, f6.3 32.00	5.00
21/4x31/4 Fotolarger, f6.9 23.00	5,00
21/4x31/4 Fotolarger, f4.5 28.00	5,00
21/4x31/4 Kodak Fluorite A 68.00	6.80
21/4 x 31/4 Omega B3 72.95	7,29
21/4 x 31/4 Solar 120 42.95	5,00
21/4x31/4 Sun Ray Arnold D. f4.5. 52.00	5,20
4x5 Graffarger Back Cold Lite. 21.95	5.00
4x5 DeJur Prof, f4.5107.50	10.75
4x5 Federal 450, f9.5 67.50	6.75
4x5 Fotolarger 100 36.00	5.00
4x5 Omega coldlite NF, f4.5117.50	11.75
4x5 Omegalite D2102.95	10.29
4x5 Solar 45	5,25
5x7 Elwood S-2, f6.3 59.50	5.95
5x7 Elwood SP-2 66.00	6.60
5x7 Automega E3196.50	19,65
5x7 Solar 86,50	8.65

#### movie equipment

#### - MOVIE CAMERAS

omm	MO	115	CA	MER	1.1
B&H 220.	f2.5 ctd.			26,50	5.0
B&H 134V	. f2.5 ct	d		39.00	5.0
B&H 172B	, f2.5			. 73,50	7.3
B&H 172A	. f1 9 ct	d		117 00	11.7
Bolex L-8,	. f2.8 ctc	Yvar		48,00	5.0
Bolex H-8	, f1.9			144,00	14,4
Keystone	Olympic	69 5 4	4.6	45.00	5.0
Revere 50	ctd f2			22.95	5.0
Revere 88,	ctd f2.5			32.00	5.0
Douges 48	atd 49 E	Man		61 66	6.1

#### O--- PROJECTORS

í			LVA	JUE	OK	
	B&H B&H	Monterey Regent	, 500w,	case ase	 45.00 102.50	5,00 10,25
		750 70			 99.00	0.20

#### ASTRAFLEX II SLAVEY **Famous Name** ELECTRONIC EYE 35mm Slide Projector

300 watt lamp : blower cooled : f4 lens. Complete with case

BRAND 3695 1.25 post. & ins.

#### famous 21/4 x 21/4 Single lens reflex

f3.5 coated lens Strobe & bulb sync; inter-change lenses. Standard 120 roll film, Reg. \$285.00 14750

BRAND NEW Case 12.50

#### **BOLEX B-8**

Latest model with snap-switch Turret. Full speeds, complete with lens.

**USED 68.95** 

1.00 pest. & ins.

**COLLECT CYpress 9-6400** SERVICE? CALL

MAIL ORDER HEADQUARTERS Dept. MS-10

561 E. TREMONT AVE. NEW YORK 57, N.Y.

convenient monthly payments

NOW, ONLY OFFERED AT STERLING-HOWARD AT DEALERS COST

16mm BOLEX DELUXE

Latest. Three lens turret model, complete with 8 focal length OCTAMETER for view finding; and ground glass focuser fi.9 COATED

All famous

All famous features Regular 335.00 USED 18900 Case 23.50 Case 23.50 Same with Eye level finder, add 29.95 Shp wt 20 lbs BOLEX LEADER with 25mm f1.9; 15mm f2.8; 75mm

f4.5..used 222.50 MAN I - CHILL - Blue HE VE

SAVE S ON BRAND-NEW



**EXAKTA VX** f3.5 COATED ZEISS TESSAR M-X SYNC

Importer's discon't model. All famous

BRAND NEW

Same with Prism Rangefinder add 32.00 with: 12 Biotar, new 169.00 fl.9 Primoplan preset, NEW 179.00 f2.8 Tessar, NEW 185.00 Gase 9.95

sensational 400mm f5.5 MEYER TELE-MEGOR

DRAND NEW

BRAND NEW

39.50

EXCLUSIVE

1.25 post. & ins. f2.8 coated LENS Synchro shutter speeds up to 1/200 sec.

**AMIFLEX** 

13.5 COATED LENS Complete With CASE

and FLASHGUN BRAND 2995



optics in precision focusing For all Exakta Contax-D Astraflex 38, Astra 3 (specify) Reg. \$199.50 12950

Somm ZEISS TESSAR (2.8 ctd. in pre-

most popular 35mm camera **EDINEX IIIs** 

EDINEX IIIs, f2 ctd lens, Compur-

21/4 sq. TWIN

SALE DOWN

Keystone K-70c, 500w, case... 44.90 Keystone K-66, 750w, case... 79.00 Keystone K-109, 750w, splicer. 86.95 Keystone R-8, 500w, case... 52.50 Revere 85, 500w... 52.95 Revere 90, 750w... 47.00

16mm CAMERAS

 B&H 200, f2.5 ctd
 105,00

 B&H 200T, f1.9 ctd
 156,00

 B&H 70 DA, f1.9
 147,50

 B&H 70 DA, f1.9
 147,50

 B&H Mag, f2.5 ctd
 97,50

 Keystone A-9, f2.5 ctd
 49.00

 Keystone K-80, f2.5 ctd
 81,00

 8.10
 8.10

16mm PROJECTORS

sound projectors

.395.00 39.50 .189.00 18.90 .447.00 44.70 .317.00 31.70 442.00 44.20 179.00 17.90 .194.00 19.40 .149.00 14.90

press cameras

21/4 x 31/4

Ann. Speed Graphic, 14.7 ctd Ektar,
Sync, CRF
Ann. Speed Graphic, 14.5 Raptar,
Sync, CRF
Polaroid, CRF
Polaroid, CRF
Polaroid, CRF
Sec Crown Graphic, 14.7 ctd,
Sync, Sy

SALE DOWN

4 x 5

Ann. Speed Graphic, f4.7 CRF... 92.95 9.29
B&J. f4.5 Tessar, CRF... 99.50 9.55
Busch, f4.5 ctd Steinheil, Synchro, 159.00 13.90
Ann. Speed Graphic, f4.7 Ektar, 139.00 13.90
Facemaker Speed Graphic, f4.7 138.00 13.80
Pacemaker Speed Graphic, f4.7 138.00 13.80
13.70
13.70
13.70
13.70

lens specials

185mm Kodak Anastigmat f8.9, Shutter 4.50 185mm Unofokal f4.5, Compur A. 17.50 185mm Inagee f4.5, Compur B. 19.50 181mm Optar f4.5 coated, Graphex 32.50 | 105mm Steinheil Cassar f4.5 coated CRS | 33.50 | 5.00 |
101mm Ektar f3.7, Supermatic. 47.50 | 5.00 |
15cm Sonnar f4.5, Compur A. 22.50 | 5.00 |
15cm Sonnar f4.5, Darrel | 36.00 | 5.00 |
15cm Wollensak f4.5 Enl. | 37.50 |
15cm Mellensak f4.5 | 60.00 | 6.90 |
15cm Mellensak f4.5 | 60.00 | 6.90 | 163mm Her Paragon 14.5, Acme. 49.30 5.00
164mm Bausch & Lomb Tessar 14.3
164mm Her Paragon 14.5, Acme. 39.00 5.40
164mm Her Paragon 14.5, Acme. 39.00 5.00
164mm Her Paragon 14.5, Acme. 39.00
165mm Steinheil Unofokal 16.8,
Vario 18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50
18.50

2 1/4 X 3 1/4

Ann. Speed Graphic f4.5 KRF
Synchro Flashgun

83.30

8.33

8.37

8.37

8.37

8.37

8.37

8.37

8.38

8.38

8.38

8.39

8.39

8.39

8.39

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

8.30

SALE DOWN

12" Hex Paragon f4.5, Hex 

slide projector

150w Kodasiide Merit. 16.00
500w Kodasiide Signet BC. 48.50
200w La Belle 22 Automatic BC. 48.50
500w La Belle 55 Automatic BC. 45.06
500w La Belle 75, BC, case 9.00
300w Revere 44 BC. 30.50
BC ST.00

5.00

exposure meters

Brockway (M3).

De Jur Dual Pro.

De Jur 5B Spec.

GE DW 60.

GE PR1.

GE Mascot PR 30 

REMEMBER

You can order anything phetographic during this PRICE WAR by senting 10% of the stated price (or \$5.00, whichever sum is greater). Pay the bal-ance on convenient monthly payments. BUY NOW-PAY LATER

EXCLUSIVE

SPEED-ASTRA LENS Fits Praktica, Astra, Exakta, etc.

Often imitated, nev-er duplicated. 190 mm f2.8 coated; in-genious auto-set pre-set diaphragm. Reg. 79.50 4950

GENUINE

79.50

35mm EXA

f2.9 coated Peconar, Inter-changeable lenses, Flash

4425 Used Same with eye-level 59.95
Prism finder 59.95 THRIFTLITE

Model AC-40

DEMONSTRATOR 1895 1.25 post & ins

CONTAFLEX

**f2.8 TESSAR** BUILT-IN SYNC. Automatic Diaphragm

1.00 post & ins

VIEWMASTER STEREO CAMERA

WAS 139.50 f3.5 cented lenses, Full focusing, Built-in sync.

56%

QUALITY RANGEFINDER



EXTENSION BELLOWS
Converts Exakts to double extension view cameras with 100mm 73.5 Astra

Reg. SP.50 BRAND NEW 3950 85g post & ins Bellows alone 14.95

REMEMBER, YOU CAN BUY ANY 10% DOWN! CAMERA FOR ONLY

MAIL ORDER HEADQUARTERS

Dept MS-10

561 E. TREMONT AVE. NEW YORK 57, N.Y.



THIS MAN LOOKED FOR THE LOWEST PRICE. . . .

THIS MAN LOOKED FOR QUALITY AT A LOW PRICE!



8mm FRESH

BLACK-AND-WHITE

MOVIE FILM

Finest of film stock at a price MOST FAVORABLE

to you! This is the very best 8mm film available. ASA50, Fine Grain Pan.

3 rolls

3.50

8mm

Dbl. 25 ft.

#### GARTEL "BUYS" KEEP YOU SMILING!

SAVE 40-60% 35mm Anscochrome Factory Fresh 1956 Reloads 20-Exp. . . . . 1.39 3 Rolls ...... 3.99 

28' Roll, with easy loader plus 8 cartridges. Orig. factory 8.95 sealed

35mm ANSCO COLOR New emulsion types 534 and 535. Fresh 1956 day, or tung. 20-EXP. RELOADS

**BROVIRA-CYKORA** 

8x10 ENLARGING PAPER

3 pkgs. only 9,99 BROVIRA ENL. PAPER

7 x 8%". SW, Glossy. #1 only. Jan. 1955 dating. Original factory sealed pack.

3 pkgs. only 8.99

Twice as fast as Super-XX!
NEW E. K. TRI-X
35mm RELOADS

From factory-fresh 1956 dated film!
Now take indoor shots 1876 for the factory shots 1876 for the factors at night without flash! Better than 200 ASA. 20-EXFOSURE ROLLS.

ASA. 20-EXPOSURE ROLLS.
35mm BULK TRI-X SPECIAL!
Again, we offer a limited supply of factory-FRESH 1956 dated
Bulk Tri-X.

35mm x 50' 35mm x 100' 2.50 4.95 Do not confuse our factory fresh Tri-X with outdated surplus film.

SW, Glossy #1, 2, 3. 1955 dating

100 Sheets

100 Sheets

FRESH 1956-FACTORY PACKED 35 mm McGREGOR COLOR FILM

36-EXP. ROLL 3 for 6.99

12-EXP. ROLL 3 for 3.09

SAVE! FRESH ANSCO COLOR BULK DAYLIGHT & TUNGSTEN, 1956 DATED In original factory-fresh package Film is tongued and frame numbered

28' ROLLS-6.75 3 for 17.95 FREE! 8 cartridges and 8 mailing bags with every can

#### UNADVERTISED "BUY-OF-THE-MONTH"

They're terrifie! They're super-values! And they're offered only in our monthly catalog included with all orders shipped. Get your copy of our red-hot spe-cials which feature the super 'buy-of-the-month' by yushins in your order for one or more of the monty-saving top values listed in this ad!

## SPECIALS

#### 35mm DIRECT POSITIVE

Panchromatic. Make Fine Grain Transparencies of excellent tonal quality directly in your camera without negatives. Day: ASA64. Tung: ASA50.

20-EXP......3 for 1.49 36-EXP......3 for 2.25 (Processing Available)

DIR. POSITIVE DEV. KIT Has all necessary chemicals. Made by E. K. Shipped via railway ex-

198

#### hour process-10x10 ENLARGING PAPER

Yet, we off-er it at our usual below-the-market

price, which includes 48

SW, SM, Oct. 1954. #1 and #3 only. Orlg. pack. 100 sheets to package. Shpg. 2.95 wgt. 5 lbs.

(2 pkgs.—5,50) SW, Glossy, orig. fact. pack. #1, 2, 3, 4. 100 sheets to package. Shpg. wgt. 4 2.95 lbs.

(2 pkgs.-5.50) DW, SM, orig. fact. pack. Mfrd. by Haloid #1, 2, 3, 4. 100 sheets to package. 2.95 Shpg. wgt. 6 lbs.

(2 pkgs.-5.50)

#### CONTACT PAPER

10" x 10" S.W., GL., contrast #1, 2, 3, 4. Orig. pack. All 1954. Shpg. wgt. 229 329 4 lbs. 100 sheets to pkge. (2 nkgs.-6.00)

10" x 10" S.W., S.M. Contrast #1, 2, 3, 4. All 1954. In orig. pack. Shpg. wgt. 5 lbs. 100 sheets to package.

(2 pkgs.-2.29)

#### 35mm PERFORATED

This film is cut from FRESH stock.
ONOT CONFUSE with surplus film.
You get enough film to make at least 800 transparencies. (Reg. 3,49) 100' Roll

35mm MICROFILE

129 Perforated. Cut from factory fresh 1956 stock. 20-EXP. ROLLS 3 Rolls

#### 35 mm SAFETY FILM-FRESH 1956

100' -2.79 20 sp. 3 for 1.00 50' — 1.50 36 are 1.50 Are the same filling professionals.

#### AERO EKTACHROME

believe this to be the finest offer of its on the market today. 1955 original fac-packed KIT includes film, chemicals for processing, complete with instructions. 51/2" x 40'.....only 14.95

We repeat! This is 1955 dated!
This means pennies per sheet to CUT FILM USERS!
BULK AERO EKTACHROME SPECIALS. m x 371½ cut 35mm x 75, cut from 1955 stock, plus 1955 stock, plus 41½ gal. Home Dev. Kit and 25 cart-10.95 leite only

(MAIL ORDER DIVISION)

#### TO PROFESSIONAL & BULK USERS OF 35mm KODACHROME!

Factory packed rolls, Daylight only, 1955 Dated. We repeat. This is 1955 orig, fact. packed Kodachrome! E. K. will process film in lengths of 15° or 100° Roll more AT NO CHARGE. On less than 15°, E.K. charge is 75¢ for processing. At our price, roll of 36–Exp. costs only 2.95 including processing.

We think we're the only dealer in the U.S. to offer this hard-to-get paper at this low, low price!

1954- JUNE THRU -1954 93/a" x 200' ENLARGING PAPER SW, SM. Contrast #2, 3.

each 3.89 In vacuum sealed cans. (Shpg. wgt. 10 lbs. per roll) 2 rolls-7.50

#### 35mm INFRA-RED FILM

Take unusual night shots with this fantastically fast ASA100 film and Infra-Red flash. These are reloads from factory-fresh 1936 dated film. 20-EXP. 1.50

We Defy Comparison! AERIAL FILM

#### EAST MEADOW SUPPLY CO. LONG ISLAND, N. Y. **PHOTO**

E

#### NEW PRODUCTS

(Continued from page 36)

now more square. Price for the M-2. 9 cents per bulb. For more information, write

SYLVANIA ELECTRIC PRODUCTS INC. 1740 BROADWAY, NEW YORK 19, N. Y.

#### All-black Nikon 35mm Camera



Designed especially for photographers who want to work as inconspicuously as possible, the Nikon S-2 features an allblack finish: no chrome! This avoids the possi-

bility of reflections (from the lens barrel and other parts of the camera) drawing the subject's attention to the photographer.

The finish on the Nikon S-2 is specially treated to resist mildew and fungus ly treated to resist mildew and fungus and to withstand rough treatment and rigorous climatic conditions as well. Price for the Nikon S-2 with 50mm Nikkor f/2 lens, \$319; for the S-2 with 50mm Nikkor f/1.4 lens, \$364.50. The S-2 will be available only on special order. For more information, write to: NIKON, INC. 277 FIFTH AVE., NEW YORK 16, N. Y.

#### Accessory Lens Makes Telescope

A new eyepiece "gadget" that screws directly on the base of a Leica's 50mm Elmar lens will provide a telescope with a power of 3.5. When used in combination with a 90mm lens 6X



magnification is obtained. The telescopic eyepiece measures 1% inches in diameter and % inch deep. Price, \$4.80. For more information, write: E. LEPTZ. INC.

468 FOURTH AVE., NEW YORK, N. Y.

Kodak Ready-Mounts, designed for the photographer who wants to mount his own color transparencies, are now his own color transparencies, are now available with a cardboard film cutting guide, and can be sealed around the edges with a household iron. Both 135 (for 24 x 36mm transparencies) and 828 (for 28 x 40mm transparencies) are priced at \$1.25 per 100. Still available are packages of 50 folded Kodak Ready-Mounts, 135 and 828, which are already sealed on three edges. The folded Ready-Mounts are priced at \$1.84 per 50. For more information, write: Eastman Kodak Co. Rechester 4. V. Kodak Co., Rochester 4, N. Y.

#### 135mm Telordon for Lordomat



The Telordon, a new f/4 telephoto lens, couples to the rangefinder of the Lordomat 35mm camera. The 135mm Telordon has aper-ture settings from

ture settings from f/4 to f/22, click stops and depth of field scale. Made in Western Germany. Price, \$99.50. For additional information, write:

ROYAL PHOTO DISTRIBUTORS 78 W. 47TH ST., NEW YORK, N. Y.

The Spiratone line of Koiled Kords connecting cords) has been expanded and comes in two basic models. One is equipped with a standard household plug and fits all Heiland, King Sol, King Life, Graphic, Graffex, Busch and similar flashguns as well as FR, Heiland and similar flashgun similar electronic flash units. The other model features prong type plugs that fit all Kalart and CC pocket flashguns. Synchro shutter fittings are available for both types for the following, those (Continued on page 44)

# TED'S DIRECTORY AND BUYING

#### SLIDE PROJECTORS

REG. (New) 95.00 La Balle 55, 500 watt Auto- matic or matic or part of the control of the contro	USED & DISPLAY MOD	ELS
REG. (New) 95.00 La Balle 55, 500 watt Auto- matic or matic or part of the control of the contro	For 35MM 2x2" ALL BLOWER COOLE	D*
\$33.50 Vu-Aid 200 watt w/ Case °  \$19.95 95.00 La Balle 55, 500 watt Automatic 52.50 TDC SHOW PAK, 300  w/Case 2  59.50 TDC MAINLINER, 300w 36.50 67.50 TDC D 300 w/SELECTRON 4  47.50 54.75 KODAK HIGHLUX III, 300  watt 2  9.95		SALE
matie 49.50 52.50 TDC SHOW PAK, 300 W/Case 29.50 59.50 TDC MAINLINER, 300 W/SELECTRON 36.50 67.50 TDC D 300 W/SELECTRON 42.00 W/CHAMGER 47.50 54.75 KODAK HIGHLUX III, 300 watt 29.95	\$33.50 Vu-Aid 200 watt w/ Case "	\$19.95
W/Case * 29.55 9.50 TDC MAINLINER, 300W W/SELECTRON * 36.50 67.50 TDC D 300 W/SELECTRON * 42.00 W/CHANGER * 47.50 54.75 KODAK HIGHLUX III, 300 watt * 29.95	matie	49.50
w/SELECTRON * 38.50 67.50 TDC D 300 W/SELECTRON * 42.00 75.00 TDC STREAMLINER, 500 W/CHANGER * 47.50 54.75 KODAK HIGHLUX III, 300 watt * 29.95	w/Case *	29.95
75.00 TDC STREAMLINER, 500 w/CHANGER * 47.50 54.75 KODAK HIGHLUX III, 300 watt * 29.95	W/SELECTRON *	36.50
54.75 KODAK HIGHLUX III, 300 watt * 29.95	75.00 TDC STREAMLINER, 500	47.50
59.95 VIEWLEX V33L. 300 watt * 36.95	54.75 KODAK HIGHLUX III, 300	29.95
77.95 VIEWLEX V35L. 500 watt " 51.95	77.95 VIEWLEX V35L. 500 watt "	
49.95 TDC HEADLINER 300 watt * with Changer		32.50

***************************************	
For DUAL SIZE 2x2 and 21/4x21/4 SIZI	
67.50 TDC STREAMLINER	
300 watt *	2.00
84.50 TDC STREAMLINER	
500 watt * 5	4.00
84.00 GOLDE REFLEX 300 watt	
	5.95
68.00 VIEWLEX V53L 300 watt " 4	4.95
87.50 VIEWLEX V55L 500 watt " 5	7.95

#### SLIDE ACCESSORIES

ı	REG.		RICE
	\$1.95	ODASLIDE READY FILE	\$ 1.59
	3.94	KODASLIDE COMPARTMEN'	3.15
1	1.25 1	KODAK FLEXO FILES 2x2	86
	1.84	(ODAK READY MOUNTS (Pkge 50) 35mm—Bantam	1.48
	14.95	HANGERS	10.95
١		IREQUIPT MAGAZINES	1.65
	9.85 E	Frays	6.93
١	5.95 E	BAJA SE 8 Holds 8 TDC Trays	4.19
١	4.95 E	BAJA AE 8 Holds 8 Airequipts	3.69
	9.85 E	SAJA AE 16 Holds 16 Aire- uipt Magazines	6.95
	8.50 E	EMDE #202 100 Mounts w/glas or 2x2 Ready Mounts	6.39
	14.50 E	MDE #100EK 100 Mounts w/	10.93
	8.25 6	OLDE SNAP IT BINDERS,	6.19
	7.00 6	OLDE REFLEX BINDERS 50) Per Pkge	5.25
	N 3	HOLLYWOOD EASY HOUNTS Pkge. Specify, Ful 5mm, Single Frame, Robot, 6mm Double FrameBex 100	2.39
	8.95 E	BRUMBERGER 120 2x2 letal Binders	6.95
	9.95 B	RUMBERGER 72 21/4" Sq.	
١	3.50 G	UILD STEREO MOUNTS	2.69



UNITED Lightweight Precision 7x50 PRISM

BINOCULARS

Easy Focusing
Coated Optics
Leather Case

\$26.95

Reg. \$75.00 Value

SAVE UP TO 40% Brand New

#### FLITAR SOLIGOR MOVIE LENSES

For Smm Cameras



Brand New Imported Telephoto and Wide Angle Lenses for all Ampro models, Keystone, Bell & Howell, Kodak Reliant, DeJur, Revere & Bolex L8.

NORMAL BMM LENS
" 11.9 Focusing Mount 1" to Inf.
Click Stops \$22.50

TELEPHOTO 8MM LENSES 

WIDE ANGLE LENSES FOR 16MM CAMERAS

WITH C MOUNTS	
1" f1.5 Normal, 11/2' to Inf., Click	20 00
Stops 17mm f2.7 Wide Angle 10° to Inf	23.50
3" f3.5 Telephoto 3' 5" to Inf. Click Stops	
3" f2.5 Telephoto 5' 5" to Inf.	
Click Stops 3" f1.9 Telephoto 4' in Inf. Click Stops	25.95 32.50
OPTICAL COMPENSATING	

VIEW FINDERS	
For Bell & Howell, Auto 8-172A, 17	2B,
172C. 8mm Tri-Lens Wide Angle Lenses or Telephoto Lenses Reg. \$6.50	
	1.95
For Bell & Howell 16mm Cameras Wide Angle or Telephoto Lenses Reg. \$8.90	6.95

		031	HE RE RE	AFF	,	
FOR C	INE-	KODAR	MAG	AZI	VE 8 64	mm
f1.9 F	xed !	Focus v	ride a	ngle	coated	eliek
11/2" f	1.4 to	lephoto	foc.	mt.	coated	with
eliek st	ons					37.50

#### 8MM CAMERAS SAVE 40%

4.4	OPT 10.70
unts w/glass is 6.39	A few of our "Super Buys" in used
Mounts w/	movie cameras. Fully guaranteed.
reo Mounts 10.95	Bolex B8 f2.8 Yvar \$ 79.50
SINDERS,	Bolex H8 Leader fl.9149.00
6.19	Bolex L 8 f2.8 Yvar 49.00
INDERS	Kedak Brewnie f2.7 6 22.50
5.25	Kodak Brownie fl.9 ¢ 32.00
y pecify, Full	Cine Kedak Magazine ft.9 ¢ 82.50
ne. Robot.	De Jur Citation f2.5 ¢
ne, Robot, Bex 100 2.39	De Jur Embassy f2.5 Mag # 69.50
2x2	De Jur Fadematic fl.9 ¢ 93.00
6.95	Keystone K-29 Pathfinder f2.8 ¢ 29.50
21/4" 8q.	Keystone K-30 Capri f2.8 ¢ 34.50
6.95	Keystone K-32 Olympic f2.5 ¢ 46.50
OUNTS	Keystone K-35 Olympic Tur fl.9 ¢ 77.50
2.69	Keystone Bel Air f2.5 Mag 6 52.00
	Keystone Riviera fl.9 Mag Tur 92.50
UNITED	Revere 50 f2.8 ¢24.00
ghtweight	Revere 80 f2.5 ¢
	Revere 84 fl.9 Tur # 84.00
recision	Revere 40 f2.5 Mag ¢ 53.50
7x50	Revere 44 fl.9 Mag Tur # 94.50
	Revers B61 f1.9 Mag # 81.50
PRISM	Revere B63 f2.8 Mag Tur 6 84.00
ARC	Revere 88 Speel fl.9 42.50
ARS	Revers 99 Spool Tur. f2.8 44.50
	Revere 99 Speel Tur. fl.9 51.50
26.95	Revere 67 Mag. Tur. 12.8 46.50
40.	Revers 67 Mag. Tur. fl.9
plus \$2.70 tax.	Revere 60 Mag. Tur. 12.8 54.89
pius pa.70 tax. I	ADDRESS AL

#### ATTENTION ARGUS C-3 OWNERS

New Imported Telephoto Lens

135mm F4.5 coated lens
Color corrected, click stops
Depth of field scale
With lens hood & adapter ring Ser. VII
Supplied with view finder mask Reg. \$49.95 SPECIAL \$37.95



KODAK RETINA IIIC 1955 Model (Used) 12 Ctd Xenon. MX shutter Removable lens.
 Rapid Rewind

RICHOFLEX
1955 MODEL BRAND NEW
1955 MODEL BRAND NEW
1956 HOPEL BRAND NEW
2 Synchro shutter—Metal Body.
4 daptable for 35mm Use.
4 daptable 4 daptable 6 da

 Adaptable for 35mm Use.
 Regular \$49.95 SAVE 40'
 SPECIAL \$295 S3.95
 35mm RICHOKIN BACK
 Spec. \$9 la **EXPOSURE METERS** 

STON DR.
E. PR-1
E. MASCOT.
E. MASCOT.
E. DW-68
OCKWAY M-3
NIREX
TRAPHOT II
DIKOFF COLOR
JUR PROFESSIONAL
WITH CASE PERFECT CONDITION



Brand New Save
 \$63.50
 Matched f3.5 coated lenses

600 • Flash Shutter to 1/300th \$61.50 e Reguiar \$125.00 Special... Case for above Reg. 12.50. SPECIAL SALE

#### KODACHROME **LATE 1955-56 DATE** INCLUDING PROCESSING

#828 \$ 1.65 \$1.45 \$1.45 \$1.65 \$1.45

DAVIDSON



#### IMPORTED LENS SALE! DRASTIC REDUCTIONS

BRAND NEW—FEW USED\* BUT PERFECT ALL ARE FACTORY COATED FOR LEICA CAMERAS BEO. 

	CAMERAS
REG.	SALE
\$99.50	35mm f2.5 Angenioux Ret-
	rofocus W.A
65.00	85mm f2.8 Steinheil Cul-
89.95	135mm f3.5 Travenar Tele- photo with fully automatic
	pre-set diaphragm 59.50
49.95	135mm Travengon f4.5
	coated Telephoto 34.50
82.95	180mm fS.5 Hugo Meyer
	Tole-Megor
100.05	Tele-Megor139.50
FOR T	HE KINE EXAKTA CAMERAS
*******	28mm (3.5 Angenieux Ret- rofocus W.A
99.50	35mm f2.5 Angenieux Ret-
88.00	rofocus W.A
00.00	minar 47.50
89.95	135mm f3.5 Travenar Tele-
	photo with fully automatic pre-set diaphragm

#### CAMERA ACCESSORIES AT SPECIAL PRICES

REG.	PRICE
\$15.50 BC Flashgun w/fan tyne	
Reflector 4.00 Metal Camera Wrist Chair	57.95
(Ft. or Meters) w/case	
2.95 KOPIL Self-Timer for all Cameras 6.95 DALITE BULK FILM LOADER for 35mm	2.19
6.95 DALITE BULK FILM	4.01
10.75 7 SEC. SUSIS POCKET	9.90
10 Pr 10 OFF SHORE BOOKER	# 199
TRIPOD w/Tik Head	8.95
13.75 11 SEC. SUSIS POCKET	
INITUD W/III HORD	U. DJ
17.95 MICROSCOPE ADAPTER for Exakta, Praktica 39.95 PENTA-PRISM Finder for Exakta	12.95
Exakta Finder 1	23.95
Exakta 19.95 PENTA-PRISM Finder for	or
Praktica 39.95 ZOOM Type Optical finder f	
Contax-Leica adjustable up	to
4.95 KINE EXAKTA 2-In-I	
Adapter	3.95
9.95 UNIVERSAL Copy Bracket	7.49
9.95 FOCUSING EXTENSION TUBE Outfit for Kine Exal	
Cameras	7.49
Cameras 29.95 BELLOWSCOPES for above Cameras	19.95

#### Our MADISON AVE. Branch



livery.

OLEX REPAIR DEPT. is staffed scially trained servicemen, always

WE BUY-SELL-TRADE Address all inquiries to United Camera Exchange, Inc. 265 Madison Ave., New York 16

49.50 Reg. \$19.95 SALE \$13.95 ALL PRICES LISTED ARE F.O.B. NEW YORK PLEASE INCLUDE SHIPPING CHARGES.

ADDRESS ALL MA", ORDERS TO 83 CHAMBERS STREET, NEW YORK 7. N. Y.

1140 Avenue of Americas (cor. 44th St.) N. Y. MU 2-8574

265 Madison Avenue (Corner 39th Street) N. Y. LE 2-6822

83 Chambers Street New York 7, N. Y. Digby 9-3555

#### LOWEST PRICES

New! KODAK TRI-X SUPER SPEED B & W FILM 35MM RELOADS AT BIG SAVINGS

#### HEADQUARTERS FOR NEWEST TYPE FOREIGN FILMS

FROM GERMANY . . . ADOX FILM designed for your 35mm camera

| ADOX KB-14 (ASA 16 Daylight) Medium Speed |
| ADOX KB-17 (ASA 32 Daylight) High Speed |
| ADOX KB-17 (ASA 30 Daylight) Super Speed |
| 36 exposure cartridge |
| 31 exposure cartridge |
| 32 exposure cartridge |
| 34 exposure cartridge |
| 35 exposure cartridge |
| 36 exposure cartridge |
| 36 exposure cartridge |
| 37 exposure cartridge |
| 38 exposure cartridge |
| 38

ANSCO 35MM COLOR RELOADS

Now—of LOWEST PRICE ANYWHERE!

Made from factory-fresh brand new ANSCO Film.

Money back fin not fully astisfed. Daylight or

Tungsten. REAL BIG SAVINGS.

S for \$4.50

New High Speed ANSCOCHROME FILM

NEW FAST EKTACHROME

NEW FAST EXTACHROME
TOP QUALITY RELOADS

NOW you can get the new P1.57 Kodak Estachrometory Fresh fully guaranteed reboads. Made especially for 35mm cameras this new fast color simenables you to take clear crisp color shots with the
enables you to take clear crisp color shots with the
enables you to take clear crisp color shots with the
enables you to take clear crisp color shots with the
enables you to take clear crisp color shots with the
enables you to take clear crisp color shots with the
enables of the color shots wit

FREE COLOR ENLARGEMENT ...
with every roll of color film processed at these LOW RATES: Ansoc Color film \$1,00 ... Extachrome 120 and 620-81,00 ... Exta-chrome and Ansoc Chrome 35mm-\$1.25 (mounted) ... Custom processed by experts. Fou get a FREE coupon good for the color of th

WALLET SIZE ONLY 35c EA.

you can get quality full wallet size 21/4° x color prints from your 35mm color transcies at this low price. Wonderful full vivid prints you'll be proud to show to your friends. JUST 35¢ EACH

GET FREE ENLARGEMENTS with AMAZING LOW PRICED COLOR PROCESSING

Just think—top quality processing and mounting of your new Ektachrome and Ansec Chrome film and FREE ERLARGEMENT coupons at these low prices:

20 exp. \$1.25

exp. \$1.25

= \$20 and \$120.....\$1.00

free—one color enlargement
prices include mounting your transpar
(35mm only) in handy cardboard mounts FREE One color enlargement free with each 20 exp. roll
Two color enlargements free with each 36 exp. roll

## 35mm BLACK and WHITE

From any size photo or negative

NOW-See your favorite snapshot on the screen!

The most thrilling way to look at your pictures is on the screen. Now all your friends can see your size negative or photo. Specify cardboard mounts or alim strips.

6 per frame from complete 35mm roll unmounted 12c mounted 9 for no photos 36c en from negatives larger than 35mm

#### EVERYTHING IS FULLY GUARANTEED

NATIONAL PHOTO LABS New Hyde Park & New York I enclose \$...... checked above. ......for the items and services

NAME

STREET ADDRESS

me FREE MAILING BAGS, a sample print

#### PHOTO

#### NEW PRODUCTS

(Continued from page 42)

cameras and/or shutters accepting similar fittings being grouped together:

Leica IF. 3F Prontor II (3.8mm)

Compur Compur Rapid (3mm) Prontor S, SV

ASA (Kodak) Polaroid model 95 Cirofley Ricohflex

Arous C3

Revere Stereo Stereo Realist Argus C4 Mercury II Argus 21

Most American Synchro Shutters

Kine Exakta Exa

Supermatic Grafiex Wollensak Synchro

Praktica FX Praktiflex FX

Nikon

Heiland Solenoid King Sol Solenoid King Life Solenoid Canon Graflex Solenoid

Measuring seven inches when coiled up, the Koiled Kords extend to three feet for off-the-camera flash work. For prices and more information, write: Spiratone, Inc., 135-06 Northern Blvd., Flushing 54, N.Y.

#### Ultra Wideangle Nikkor Lens



Extreme wide angle coverage without the distortion normally en-countered in wide countered in wide angle lenses is claimed for a new 25mm f/4 Nikkor lens from Japan. A four-element lens, it has a focusing range from three feet to in-

finity, and its diaphragm ring has clickstops from f/4 to f/22. The lens will accept standard series VII filters. Price, including snap-on filter holder and sunshade, \$169.50. For additional information, write:

NIKON, INC. 277 FIFTH AVE., NEW YORK 16, N. Y.

Kodak Ektachrome Film (Process E-2) is now available in 120 and 620 roll film sizes in addition to 35mm and 628. The previous Ektachrome, Process E-1, is being discontinued. Rated at 32 A.S.A., the new Ektachrome comes in Daylight Type and Type F. The latter is balanced for use with clear flash lamps and requires no filter as did the old type Ektachrome. Process E-2 Ektachrome is intended for processing—with E-2 Kodak Ektachrome Processing Chemicals—by the user. Price, per 120 or 620 roll, \$1.25. For more information, write: Eastman Kodak Co., Rochester, N. Y. Kodak Ektachrome Film (Process

Kodak Co., Rochester, N. Y.

The new Omega 120 Universal Flash Bracket C113 adapts various types of flash and electronic flash equipment to the Omega 120 camera. The bracket is an aluminum arm-like attachment which utilizes the screw hole on the base of the Omega 120 and positions the flashgun or electronic flash unit on the right hand side of the lens, slightly forward of the focusing arm. Easily attached and handy to use, the unit is priced at \$6.50. A special additional adapter—the C114—for Graflex type flash guns is available at \$1.50. For more information, write Simmon Bros., Inc., information, write: Simmon Bros., Inc., 30-28 Starr Ave., Long Is. City, N. Y.

#### MOTION PICTURE PHOTOGRAPHY

**ACL Movie Book** 

A guide to making better movies, published by Amateur Cinema League. Every owner of a movie camera will want the expert advice given in this book (formerly \$4.00). Now only \$5.00

(Add 3% sales tan for New York City delicery)

M-PHOTO, 33 W. 60th, New York 23, N. 1

# Quality Film Processing

Our custom processing assures you of personal attention to your film at every step and in every minute detail.

Developing Printing Enlarging

Exclusive fine grain developing and chemically hardened emulsions prevent scratching and abrasion . . . printing is regulated to split second accuracy by photoelectric cell control . . . every tone detail is captured by use of fine quality DuPont Varigam.

35mm-36 exp. roll developed and printed to 31/4" x 41/2" glossies. \$2,25

#### National Photo Labs

New Hyde Park 8, N. Y.



MONEY BACK GUARANTEE plus a new roll MONEY BACK TOWNSHIPE PIES OF MY FOIL OF HIM is processed and returned by 3rd class mail the same day received. For faster, 1st class mail, odd 5g for each roll.

EXTRAI Handy pocket wallet FREE with each reli keeps your negatives and Jumbo Photo Whiz prints together.

Name				•	0	0	9		•					۰		ò				•
Address.	 		9				۰				6									
														-	2					

The Photo Whiz=

Hillside Manor 1, N. Y



# home movies ANAMORPHIC and slides CO CO CO HOLLYWOOD S S S 田といりと回り

Y O U E Q ZIZD

You've thrilled to CINERAMA

new Vistascepe . . . wide-screen, you-are-there realism in your ewn home movies and slides . . . with your ewn equipment! Fits all cameras and projectors.

new Vistascepe . . . 50% more horizontal sweep . . . 50% greater angle of view . . . picture clarity from edge-to-edge . . . no distortion . . . no loss in image height!

new Vistuscope . . . . simplicity of operation. The same Vistascope anamorphic lens used on your camera for taking the picture may be used on your projector for showing it!

# You've marvelled at CINEMASCOPE

EQUIPMENT

now Vistascope . . . economical picture-taking that saves you 50% in film costs. The 50% extra width of image saves panning!

The Vistascope anamorphic lens has two focal lengths — one for height, the other for width, resulting in 3-dimensional feeling! Vistascope "squeezes" 50% more picture into a standard frame when you take a shot . . . . "unsqueezes" it when the picture is projected.

For 8 mm. movie cameras and projectors \$7500 • For 16 mm. movie cameras, 35 mm." slide cameras and cine and slide projectors. \$12500

For information, free booklet and name of nearest dealer, write J. L. GALEF & SON, INC. 85 Chambers Street, New York 7, N. Y. Book Maio

# WHOLESALERS!

\* NOTE our new address Come see the thousands of top values at our big. new New York store.

This late 1956 dated film is in its original sealed package fully guaranteed by the manufacturer. Day, or Tung. Price includes processing & mounting (35mm) by m'f'r.

Size Lots of 3—EA.	Kodachrome	McGregor Color	Dynacolor
8mm x 25' dble. roll.	\$3.00	\$2.40	\$2.30
8mm x 25' dble. mag.	3.75	3.50 %	3.50
16mm x 50' mag	5.75	5.35 4	5.25
16mm x 100' roll	8.55	5.85 2	5.75
35mm x 20 exp	2.70	1.85	1.79
35mm x 36 exp	4.00	2.75 "	3 for 6.50

COLOR-FILM MFR. PACKS UNDER AWON LABEL!!! 56 DATE Price includes Processing & mtg. All Kodachrame filters can be used with this film. LATE 1956 DATE 8mm x 25' dble.....\$1.98 ea....3 for \$5.75....6 for \$11 35mm x 20 Exp... ...\$1.79 eg. 3 for \$5.00 ....6 for \$9.75 16mm x 50' Mag..... \$5.25 ea..... 3 for \$15 8mm dble. or 16mm x 100' roll \$5.25 ea. 3 for \$15.00 SPECIAL 35mm x 20 exp. Tung... .4 for \$5.

BULK KODACHROME 

SPECIAL OFFER!!!

35mm McGREGOR Color. '57 date. Proc. & Mtg. Incl. Mfg. Guar.
36 Exp. 3 for \$4.75
Tungsten 3 for \$6.25
12 exp. 3 for \$3.65

Fresh KODAK Negative Safety Each roll on originel reel and in original can. Kodak Plus X Super XX or Microfile 35mm x 100' \$2.50 ea.

#### FRESH MOVIE FILM

Late 1956 dated, fast, fine grain, panchromatic ASA 50. Prices include new fast processing service. 
 SU. Prices
 Include new last processing service.

 8mm x 25' dble. roll.
 \$1.10

 8mm x 100' dble. roll.
 3.50

 16mm x 100' mag.
 1.75

 16mm x 100' roll.
 2.75

 16mm x 100' Kodak Plus X
 2.50

 16mm x 100' Kodak Plus X
 1.65

 16mm x 50' roll. Plus X
 1.65

 16mm x 100' Kodak Super XX
 3.00

 8mm Mag. B. & W.
 2.00

FILM

We have 500 rolls of 1955 Polaroid Film, Type 31, 23/4" x 31/2".

SHOOT PICTURES FOR PENNIES SHOOY PICTURES FOR PENNIES
ANSCO Color Tung #234, 35mm x 106' one Daylight Loader, 10 Empty Cartridges plus a One
Year Free Subscription to U.S. Camera (\$4 Value)
—Total Value of \$35.00
—XWON PRICE—520
ANSCO Color Daylight—same bargain combination as about 100 processes.

tion as above. AWON PRICE-522

116 or 616 BLACK & WHITE 127, 120, 620 BLACK & WHITE

120-620 B&W Film Specials 

#### PAPER SALE

We bought out an entire warehouse full of this terrific paper to get this amazing low price, it's tested and proved perfect by exacting professional standards. Order in quan-tity and save!!! All in original manufacturers' boxes!

CONTACT PAPER—less than 1¢ a print 10 x 10" SWSM. 5 boxes (500 shts) 4.50 18 x 22" LWSM. 10 boxes (1,000 sheets) 7.95 1 box (50 sheets) 1.98

#### ENLARGING PAPER

HALOID 10 x 10" DWSM 1 box (100 sh) \$1.89 5 boxes (500 sh) 7.50 10 boxes (1,000 sh) 13.50 KODAK 35mm x 100' LWSM #3 98¢ 6a.

**Brand New FEDERAL Enlargers** 

135mm 135C, f4.5 lens. 49.95 \$34.95 \$4.95 lens 39.75 27.85 No. 279C. Diffused, 16.3 39.75 27.85 lens 46.95 32.95 Carrying case for 269 or 279C FOR 4 x 5 NEGATIVES
No. 450, Diffused, f4.5

8109.50 \$76.65

AERO EKTACHROME ASA 50 35mm x 20 exp.... \$1.55 am 4 for \$5.25 35mm x 40 BULK......\$7.95 35mm x 75' BULK.....\$7.95 gel, devel, kit......\$11.95

FREE!

With every order of \$25 or more—you get a FREE 1 year subscription — \$4 value — to Modern Photography or U.S. Camera (specify).

ANSCO COLOR 1956 DATE Daylight or Tangsten 35mm x 100' \$21.50 35mm x 50' 12.49 35mm x 27½' 6.95 15mm x 20 exp. 

Aero EKTACHROME ASA 40
with 1½ gallen precessing kit
5½ x 20° \$6.95
5½ x 40° \$9.95
9½ x 40° \$16.95 35mm x 37½..... \$6.05 EXTRA—Free compensating filter with any of above. SPECIAL—4½ gallon Ektachrome processing kit \$3.95

**Bulk ANSCO COLOR daylight** or Tung. #534 1955 DATE
35mm x 100' \$17.50
35mm x 50' 9.00
35mm x 27½' 5.90 \$17.50 9.00

Original ANSCO PACK.
Late 1956 DATE—16mm x 50'
B&W Movie FHm—ASA 30 30 Roll Can PLUS
5 16mm x 100' reels or 5 16mm magazines
ALL FOR ONLY \$16.95

# 

CUT

AERIAL FILM AERIAL PILITI
LINAGRAPH Ortho Weston 24 35mm x 100', 386 es.
1 15/16 x 61' 3.5 cr 31.0
18FRARED (Weston 50) 91/2" x 75', 34.00
KODAK TRI-X (ASA 200) 51/2" x 20' 25 cr 51
51/2" x 50' 30' 25 cr 51
51/2" x 50' 51/2" x 20' 30 cr 51
61/2" x 75' 51/2" \$5.75 es.
61/2" x 75' 56.85 es.
91/2" x 75' 56.85 es.

Special! Movie Film!!-8mm x 25' dble. on cam. spool ASA 50....4 for \$1 16mm x 100' Ansco Color, proc. incl.......\$5.95 ea.

BEW ASA 50 or 100			
SIZE	54 Rolls	27 Rolls	15 Rolls
16mm x 25'	\$8.95	\$4.95	\$2.75
16mm x 50'	19.95	10.95	5.95
16mm x 100°	49.50	29.50	17.95

#### BULK MOVIE—Weston 50

8mm x 400' dble\$4.95 8mm x 1600' dble\$	16.00
Smm x 100' dble. Smm x 25' dble. (8 x 25) 7 for price of 6!	1.41
Black & White Movie Film Processing Services x 25' Dble. \$ .5: 15: 16mm x 20' \$1.00' \$1.00' \$1.00' 16mm x 50' \$1.0	ea ea

35mm Fresh Bulk Negative Safety
Kodak Plus X, Super XX, Kodak Weston 24 or DuPont
=1 or #2-100' \$1.98 ea.; 400' \$7.50 Plus X or Super XX }
Tri-X or Infra Red ...6 for \$1.50

#### SPECIALS

4x5 Kodak Contrast Proc. Pan 98	
4x5 Kodak Panatomic X (25 shts)98	١
8x10 Ektachrome (10 shts)\$4.9	ļ
8x10 DuPont Arrow Pan (25 shts)\$2.9	
11 x 14 Contrast Process Pan (10 Shts.) \$1.4	į
11 x 14 Matrix (10 Shts.)\$1.4	١
roll of Kodak Linagraph Ortho 312" x 61"	

SPECIAL!! Original Kodak Film in original Kodak pack. \*16mm x 100' Super XX..... \*16mm x 50' mag. Super XX or \$3.25 ea. Super X

**Brand New Exposure Meters** 

Brand New Exposure Meters
The New SKAN Quick Meter Model #SM-3
List \$17.95 AWON PRICE—\$13.95
NORWOOD DIRECTOR M-2
List \$28.50 AWON PRICE—\$23.95
DEJUR DUAL-PROFESSIONAL
List \$26.95 AWON PRICE—\$17.95
DEJUR "5B" with case
List \$15.95 AWON PRICE—\$11.95
WESTON MASTER II
List \$29.95 AWON PRICE—\$21.95
New WESTON DR Direct Reading
List \$16.95 AWON PRICE—\$12.95 incl case

16mm x 50' Mag., Orig. Kodak Pack, Neg....\$1 16mm x 100' Roll, Kodak Super-XX, Neg...\$1.75

THIS MONTH'S SPECIALS

Cardboard Stereo Mounts 100 for \$3.50

Anneo S5mm Cardbaard Mounts . 100 . \$3.50

Daylight BULK FILM LOADER & 5 cartridges. \$4.95

Past delivery guaranteed [All parcels depuble-insured]

with every roll of 35mm color film, one roll of 35mm B&W film!

#### ALL FILM ABSOLUTELY 100 % SAFE & RELIABLE

Ansco Color, Daylight or Tungsten (10 shts) 4 x 5. \$2.50 ea. 6 for \$12 8 x 10. \$3.95 ea. 4x5 Kodak Contrast Process Ortho (25 shts). 88e 2½x3½ Dover (ASA 550) (25 shts). 3 for \$1.20 all above O.D. in original pack

MOVIE FANS COLOR COLOR

For those who desire the utmost in color equal to the best color you have ever used! Price Includes Proc. Sum x 25 ft double...\$2.25 ea. 16mm x 100 ft. \$5.75 ea. 8mm x 100 dble. roll................\$6.75

AERO EKTACHROME FOR MOVIE FANS-ASA 50 8mm x 100'—\$4.75 16mm x 100'—\$4.75 3 for \$13.25

#### **B & W MOVIE FILM** ASA 50-1955 Date

8mm x 23' dbl. \$1.00 8mm x 25' dbl., A\$A 20...\$1
8mm x 100' dbl. ... \$3.25
16mm x50' Mag., A\$A 10..\$1.60 16mm x 100'....\$2.25
16mm x 100'—A\$A 8—55 Date.................\$2.00 all with proc. incl.
BUY 6—set one extra FREE!

SENSATIONAL AWON VALUE!

35mm x 36 exp. Kodak Plus X O.D. RELOADS

10 for \$1—while they last!

BRAND NEW!

MORSE G-3 DEVELOPING OUTFIT List \$28.50 AWON PRICE—\$21.95 Please include postage with all your orders

20% DISCOUNT AWON FILMS

\* 108 West 29th Street, New York 1, N. Y.

# SIMPLE AS atlantic +

THE EASIEST TIME PAYMENT PLAN IN THE WORLD ... ONLY 10% DOWN-PENNIES A DAY

Any Photographic Equipment or Accessory you desire can be purchased for just 10% Down—I full year to Payl Don't Hesitatel Enjoy it now! Write us for quotations on any item not listed.



BRAND NEW Linhof Technika.

- 4 x 5 • 127mm F4.7 Press Xenar • Synchre Com-pur Shutter Multifocus R.F.
- Triple Ext. Bellows . Automatic Lens Counting

\$394.70

\$39.47 down!



BRAND NEW 1956 MODEL Minox 111S

- F3.5 Ctd. Lens
   2 built-in Filters
   Synchronized Shutter
  Speed to 1,7000th
  Weighs 2½ ozz.
  includes Case & Chain

only \$13.95 \$139.50



BRAND NEW 1956 MODEL 35mm Super **Baldinette Outfit!** 

- Coupled R.F. 2.8 Ctd. Lens Fully Synchronized Buitt-in Self Timer
- \$6.99 \$69.95 only onse & flashgundown includes Eveready ca



RRAND NEW 1954 MODEL

Norwood Meter

True Incident Light Rotating Head Direct Reading for

\$32 05 \$3.29 down! only



BRAND NEW 1956 MODEL Hasselblad

Model 1000F • 21/4×21/4 Single Lens Reflex

- 2/422/4 Single Lens Reflex Ultra Sharp F.2.8 Kodak Ettar Lens Speeds to 1/1000th Interchangeable Lens Mount Fully Synchronized Inter-changeable Film Mag.

only \$37.95 down! \$379.50



FR Electronic Flash

- Uses 4 Standard Flashlight Batteries
   Weighs loss than 2 lbs.
   Color Corrected Terrific Light Output

\$5.49 down! \$54.95 only



BRAND NEW 1956 MODEL

- F1.8 Ctd. Serenar Lens Fully Synchronized Speeds to 1/1000th Built-in Telephoto Viewûnder Cpld. Rangefinder

\$28.40 down! \$284.00 only

FREE For Limited Time Only—Canon Flashgun included



RRAND NEW

Rolleicord V . New LVS Cross Coupling

- Shutter Fully Synchronized Double Exposure Prevention Automatic Film Transport Large Fecusing Kneb
- only \$13.49 down! \$134.95



**Kalart 8mm Editor** 

- The Most Sensational Editor on the Market! Built-in Rewinds & Splicer Full Size Action Picture Brilliant Screen Complete with handy Carrying Case Single Key Control

\$3.95 down! \$39.50 only

FREE! 1 Bottle Craig Film Coment.



REAND NEW 1956 MODEL Revere Stereo Camera

- Matched F3.5 Ctd Lenses
  Cpld. Rangefinder
  Built-in Synchronization
  Double Exposure Prevention

\$174.50 only \$17.45 down!



BRAND NEW 1954 MODEL Contaffex II

- Built-in Exp.
   Meter • 2.8 Ctd. Tessar Shutter
- \$19.95 down! \$199.50

only



BRAND NEW 1956 MODEL

#### Omega B6 Enlarger

- for Professional Quality.
  Precision Built
  Needle Sharp
  Oversize Base Board
  Condenser Type
  35mm to 21/4 x 31/4

\$109.50 only

\$10.95 down!



REAND NEW 1956 MODEL

Keystone Capri **8mm Movie Camero** 

o F2.5 Ctd. Lens
New Crank Wind
Drop-in Rell Leading
Interchangeable Lens Mount
Single Frame & Continuous Run

\$49.95

\$4.99 only down!



BRAND NEW 1956 MODEL

Keystone K70 Brightbeam 8mm Proj.

- S00w Lamp
   400' Reel Capacity
   Mandageme Carrying Case . Variable Speeds
- \$74.50 only \$7.45 down!





1956 MODEL **Keystone K41** Bel Air 8mm Mag.

- Zeom Type Finder 5 speede-12-48 Frames

  Frames

  Frames

  Frames

  Frames

  Frames

  Frames
- \$89.50 \$8.95 down! only



BRAND NEW 1956 MODEL Keystone K51 16mm Mag.

- Zoom Finder f2.5 Ctd. Focusing Lens Drop-in Loading Automatic Lock
- 50 \$12.95 \$129.50 down

Send Me ....

ATLANTIC CAMERA EXCHANGE

1193 Sixth Avenue

New York 36, N. Y.

Please send Time Payment Information

TH

# modern STEREO

#### BY TOMMY THOMAS

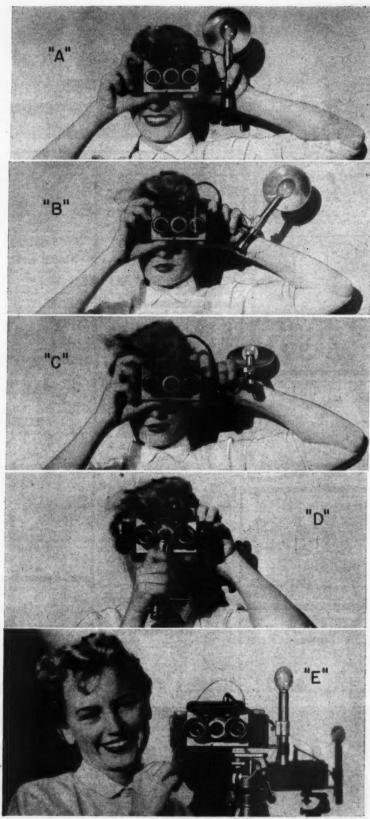
Here's an exciting new flash outfit especially adaptable to stereo

When it comes to special auxiliary equipment for my stereo camera, I like to travel light. This especially applies to my flash outfit. After years of trying out virtually every bit of flash equipment that was on the market. including electronic flash and professional equipment, I've finally settled down to a fly-weight-model flash unit. It's small, compact and completely versatile. With this in your pocket or camera bag, plus half a dozen No. 5 flashbulbs, you're prepared for almost any amateur flash situation that might come up. And it's so small and easy to carry (especially when disassembled) that you'll always have it with you when you need it . . . a most important factor, especially when traveling. This flash unit was my sole "outfit" on a recent trip my wife and I took to Hawaii, and it performed to perfection. It handled everything that came up: fastened to the camera in regular "straight-on" fashion, of course; was hand-held to avoid "pinkeve" and for bounce flash: was used without any reflector at all for "mir-ror-bounce"; operated between the stereo lenses for close-ups; out of doors for fill-in flash; in fact, just every-which-way (see the various illustrations opposite).

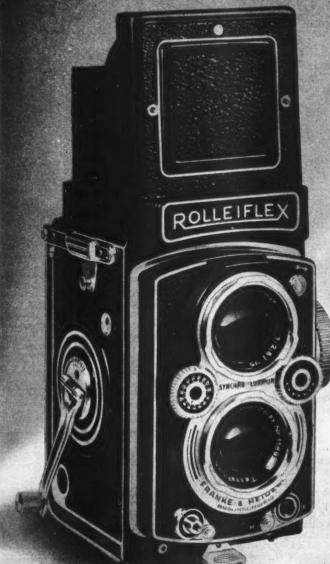
Let me describe the flash unit to you, and how I use it in various situations, in the event that you may wish to copy a few of the ideas for use with your own equipment . . . or perhaps even duplicate my outfit exactly.

I couldn't find a flash unit I really liked "ready-built" for stereo, so it was necessary to adapt it from one fashioned for another camera. After numerous trials, I settled on the special flash attachment that is made for the sub-miniature Minute-16 camera. You should be able to find it for sale at almost any large camera store or you can purchase it directly from the manufacturer (Minute-16 Flash Unit, \$4.95, Universal Camera Corp., 175 Fifth Ave., New York 10, N. Y.). Or, once you've read the descriptions of what works where and why, it's quite likely that you can adapt any of various other makes of flashguns to do a similar job.

Skip on to the photo on page 50 a moment, for a before-and-after idea of what it was necessary to do to adapt (Continued on page 50)



Here are five ways to use this specially adapted flashgun. See text.



for that

Final step forward

automatic

Rolleifle\*

If this is the day when you're through experimenting and have finally decided to settle your camera problem for all time, consider the solution found by all those thousands of professionals and critical amateurs who have taken this step before you. They found their answer in Automatic Rolleiflex f:3.5... the camera that does far more, and does everything easier, quicker, surer, than any other camera. For this final step, you'll also find the fully automatic Rollei is the one camera to buy, and right now is the time to buy it. At all dealers, only \$217.50 with Schneider Xenar f:3.5 lens - \$232.50 with Zeiss Tessar f:3.5 lens (cases extra).

#### Rolleiflash B-C Gun

Compact, lightweight, simplest and most efficient to use. Quickly bayonets to top mount, without cumbersome brackets.

With carrying case, only \$29.95 (battery extra).

Burleigh Brooks, Inc. 10 West 46th Street, New York 36, N. Y.

West, Alaska & Hawaii: PONDER & BEST, INC. 814 North Cole Ave., Hollywood 38, California



There are filters and filters and FILTERS, and anyone who has ever clicked a shutter knows that the RIGHT filter can perform miracles with pictures. And herein lies the confusion! How does an amateur determine the right filter?

Many filters are good, some are better . . . and some are best. Tiffen has spent many years in laboratory research to make their fine filter line even better. Out of this research and effort, a new filter line was born—achieving a new level of perfection. This Tiffen "baby" was called TIFFEN "HITRANS FILTERS.

DIFFERENT FROM ANY OTHER FILTERS—they embody a number of exclusive features that make them better and easier to use! For example, only Tiffen Hi-Trans Filters are bound in "COLORIM"\* THE RIM THAT SHOWS THE COLOR OF THE FILTER AT A GLANCE! This tempered Dural band protects against chipping, shock and breakage, and is actually colored the same as the filter.

MADE LIKE THE FINEST LENSES! Ground and polished to optical flatness and plano-parallelism. More than 1½ hours of final polishing goes into each filter—exceeding that of many lenses!

THERMO-BONDED! Not even a tug-o-war can separate it! Tiffen's exclusive filter thermo-bonding process is similar to the methods used by the world's leading lens makers—for permanence, rigidity, strength!

color-true! Only Thermo-bonding permits accurate, consistent color control. Carefully measured quantities of dye are suspended, in the laboratory, in Tiffen's bonding agent, thereby making "dye-lot" filters obsolete! Spectrophotometer tests assure correct color transmission.

T-COATED! Unlike many so-called "coatings," Tiffen Hi-Trans Filters are genuinely T-coated — a tough protective finish resulting in greater light transmission.

Available in the following series: #C, #4, #4.5, #5.5, #6, #7, #8 and #9. GUARANTEED FOR LIFE!

Write for Complete Catalog

MARKETING CO.

Roslyn Heights, L.I., N.Y.

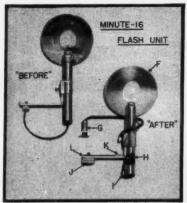
in Canada, Anglophoto Ltd-Montreal-Toronto-Vancouver

#### MODERN STEREO

(Continued from page 48)

this particular unit. Rather than go into great detail concerning the actual adaptation—since you'll most likely want to follow your own ideas here for your own particular stereo camera—I'll just comment on the different points before finishing up by describing actual usage of the device.

Borrowing a trick from the professionals, I've "forsaken" the super-efficient, parabolically-designed reflector and have gone back to using an almost-flat reflector. About its only real purpose—since it's so flat—is to prevent the light from the flashbulb from



It's necessary to make a few alterations before this sub-miniature flashgun is actually ready for use.

going directly to the rear. This necessitates opening up a bit to compensate for this scattering of the light, but a No. 5 flashbulb is more than powerful enough to absorb this. In fact, with a flash guide number of 48 (for my own unit when using flash filters), I can get in to a minimum 2½-foot closeness for a change. Also, in further interest of scattering the light around—which I'm all for—I used a piece of steel wool to "dull" the inside shininess of the chromed reflector (see arrow "F" in photo above).

Let's follow through on the photo above a moment and I'll describe the exact changes made in adapting this particular Minute-16 flash unit for use with my stereo camera. You can either go along exactly or change them around to work with your own unit. The only really major change was in switching around the wiring to fit in with the stereo camera synchronization. Originally, the flashgun is designed to work with its companion, the Minute-16 camera, and is wired with a single wire (see photo above, the "before" photo) that leads to the bottom of this camera. The second connection is made, metal bracket against metal camera, by the tie-in where the flashgun is clamped against the bottom of the metal Minute-16 camera. I wanted the flash unit still to work

(Continued on page 52)



PIC PRESS CAMERA and TRIPOD CASE \$22.95

Has compartments for camera, flash equipment and accessories. Made of vulcanized, heavy-duty hard fibre. Separate bottom compartment holds PIC Featherlite Center Post Tripod and 3 PIC dural lightstands.



At Your Dealer or Direct Write for Free Catalog

AMERICAN PHOTOGRAPHIC INSTRUMENT CO., INC. 241 West 27th 5t., NY 1 LO 4-6496

# KALIMAR Procision German Lenses PRESET LENSES

For Exakta. Praktiflex, Praktica, Pentacon, Leica, C mounts. Can be preset between stops for exact color work. Interchangeable mounts. See Your Dealer • Write for Literature 100mm 12.8, 869.95 135mm 13.5, 874.95 85mm 12, 3124.50

AREL INC., 4916 Shaw, St. Louis, Mo.

#### STUDY PHOTOGRAPHY

COMMERCIAL • PORTRAIT • ILLUSTRATIVE Finest professional instruction and equipment. Coeducational. Living accommodations secured for men. Attractive dormitory for girls. Training under G.I. Bill 550. Entrance 1st Monday each month. WRITE OFFICE OF REGISTRAR, ROOM 350.

## RAY-VOGUE

750 North Michigan Ave., Chicago 11



CLEAN . WHITE . SMOOTH COLUMBIAN ENAMELING & STAMPING CO., ESC. . Terre Haufe, Ind.



Oti

swi

Cor

10Cc

3 31

L-b

Oc.



# For Low Cost Flash Pictures ...

## It takes STROBOFLASH









Professional, press and amateur photographers agree that Stroboflash is easier and less expensive to use than regular flash. You can reduce your cost of illumination to as little as one cent a picture. Choose from three models: Stroboflash I, II or III, each designed to meet specific photographic requirements.

STROBOFLASH I: a compact 50-ounce power pack encased in a flat, scuff-proof Royalite case that slips into your coat pocket for real convenience. The reflector of the Stroboflash lamp head is an important feature . . . designed to eliminate "hot spots" and give even lighting over the entire picture area covered by normal focal length lenses.

Other features: foolproof "three-wire" safety circuit that eliminates vulnerable off/on switches. Electronic triggering to protect the shutter contacts from "pitting." Lamp head socket for an inexpensive phototube so that any Stroboflash can be used as a "slave" unit. Complete interchangeability of all accessories for low-cost multiple flash operation.

Specifications for Stroboflash I: energy storage, 50 watt-seconds; flash duration, 1/1400 second; approximate guide numbers for average room, Daylight Kodachrome-35, Ektachrome-50; Anscochrome-50, Super XX-160, Royal Pan or Tri-X-200; recharging time, 3 seconds; synchronized for any X-type shutter; equipment includes power pack, lamp head, 1-bracket and rubber battery case adapter for lamp head.



GRAFLEX® Price-Winning Cameras and Equipment

WRITE DEPT. MP-105, GRAFLEX, INC., ROCHESTER 8, N. Y.



For complete data, see your dealer, or write to:

ALLIED IMPEX CORP 17 West 17th St., New York , N. Y. Eastern Distributor: INTERSTATE PHOTO SUPPLY, New York 11, N. Y.

#### MODERN STEREO

(Continued from page 50)

when it was removed from rigid contact with my stereo camera, so I switched to using a ten-inch ordinary 110-volt double electric wire. After a bit of searching in the camera stores. I came across the perfect connection (arrow "G", page 50) to fit into the flash-synchronization-shoe on top of my Realist. Called the Unicord Flash-Shoe Attachment (Catalog No. 2723), it's made by Graflex Inc., Rochester 8, New York, and sells for about \$2.25. The black double wire you see in the photo comes as part of it, so it's only necessary to solder one of the two wires directly to the metal battery case itself (arrow "H." under the protective black tape) and the other to the single wire coming directly from the bottom of the battery case (arrow "I"). Don't tape up the soldered connections until you actually try the flashgun out on the camera. Put a flashbulb in the gun socket and then push the Unicord plug into the camera's sync-shoe. If the flashbulb goes off immediately when you do this, your wiring is backwards, so unsolder and switch the wires around. Then, it won't go off until the synchronized shutter goes off to ac-

To continue with the adaptation . . I switched the special small-headed bracket bolt that came with the unit for one of a larger, more "gripable," size (arrow "J"). You can get these for a quarter at almost any camera store. Then I riveted on a metal "stop" (arrow "K") at the point where my camera ended on the bracket. It's not absolutely necessary, I suppose, but it acts to keep the flashgun from accidently pivoting around on the camera -throwing it out of line-and therefore is a nice feature to have. Arrow "L" merely indicates where the small bend in the original bracket was filed off, to make for a snug fit of this bracket against the stereo camera's bottom-plate.

#### How to use

My wife, Jacqueline, is pretty good with a stereo camera herself so I had her illustrate how we use the flashgun. The photographs on page 48 should give you a good idea of its versatility. Starting at the top, "A" shows the flash attachment securely bolted to the stereo camera and "aimed" straight forward. Nine times out of ten you'll most likely take your flash pictures this way. To make it extra-easy, I rubber-cemented a flash exposure table to the back of the camera so as not to slow myself down with figuring. With the Minute-16 flashgun, adapted as described, and with a No. 5 flashbulb in the gun and flash filters over the stereo lenses, a flash guide number of 48 should be about right. Just divide all your flashbulb-to-subject distances in feet into this number to find the proper lens-openings for a normal interior. Naturally, if this doesn't work

out quite perfectly with your own equipment, change the flash number of 48 up or down to correspond.

Occasionally, if you wish to exercise a bit of control over the modeling of your lighting or if you wish to remove the flash from the camera a bit more to avoid "pink-eye" when shooting in subdued light, hand-holding the flashgun as in "B" is recommended. You'll positively never get "pink-eye" under any conditions with the flash held this way.

A number of possibilities are available when you unbolt the flash attachment from the camera and hand-hold it. "C" illustrates a form of bounce flash that comes in extremely handy when you're trying to cover a widerange area without pouring too much light on the foreground objects and under-exposing those in the background. By tilting the reflector backwards and bouncing a good portion of the light off the ceiling-as well as aiming to let just a little come straight from the camera position—you can even up the entire exposure, front to rear. This takes a bit of practice, though . . . to judge exposure.

#### Without a reflector

Another handy feature is in being able to remove the flash reflector. This makes the taking of the ultra-closeups as described in last month's column a very simple matter, with the SM flashbulb being held just as shown in "D." As explained last month, remember to switch to clear SM flashbulbs, use sunshades around the camera lenses and otherwise follow the few precautions outlined for this close-ups procedure. Finally, with the flash reflector off as in "E" (the tripod is optional, I just wanted to get Jackie out from behind the camera), you have another method of bounce flash available. Although I don't use it often, this is an invaluable method of single-bulb lighting an entire room-including the area behind the camera. I use it when I'm taking an important stereo that includes a reflection in a large mirror which also shows the room behind me. This behind-the-camera lighting has helped me out of an impossible spot more than once, and quite superbly so, I might add. Again, this takes a bit of practice but it's worth the knowing. Try opening up half a stop or so and if the flashbulb reflectionflare is going to show in the mirror, merely tape an "appropriate" picture from a large-sized magazine to the mirror at that spot.

And so on! Now for the simplest manner of carrying the flashgun. Just break it down into its component parts (bracket, battery case and reflector) and carry it that way. If you can get yourself a small leather or cloth carrying bag, so much the better. The disassembly makes it easy to carry it in your pocket or anywhere else that's convenient, and ten seconds of re-assembly will put you back in business... ready for anything.—THE END

# 32 VALUABLE PRIZES

## PHOTO CONTEST

· EMINENT JUDGES ·



uzen.

of igo of we ore ·in ahı'll ler his ilchble ice dy Joch nd

ekof as th an to

ng

hig

senn

in

m-

bs,

era

ps

re-

is

ve

il-

his

ılb

he

en

in-

TO

ne.

not

oly

8

w-

30 n-

or,

ire

he

est ist rts

r) get

is-

in t's

HY

DON BENNETT, APSA



JACOB DESCHIN, FPSA



KIP ROSS National Geographic Magazine



DR. I. SCHMIDT DDS, FPSA

#### Open to all · Rules are simple · Nothing to buy

Prize-winning pictures may be used for Zeiss Ikon exhibitions, publicity and advertising.

#### FIRST PRIZE

Contax III-a (with meter), f/1.5 Sonnar 50mm lens, and Eveready case (value \$428)

#### SECOND PRIZE

Contax II-a, f/1.5 Sonnar 50mm lens, and Eveready case (value \$390)

#### TWO THIRD PRIZES

Contaflex II (with meter) and Eveready case (value \$213)

#### TWO FOURTH PRIZES

Contaflex I and Eveready case (value \$181.50)

#### FOUR FIFTH PRIZES

Ikoflex II-a and Eveready case (value \$142)

#### FOUR SIXTH PRIZES

Ikoflex I-a and Eveready case (value \$110)

#### SIX FIRST AWARDS OF MERIT

Ikophot exposure meter (value \$28)

TWELVE SECOND AWARDS OF MERIT Ikoblitz 0 flash units (value \$9.50)

#### CONTEST CLOSES NOV. 15

Entries must be postmarked prior to midnight Nov. 15, 1955

CARL ZEISS, INC., 485 Fifth Ave., New-York 17, N. Y.

USE THIS COUPON FOR ENTRY BLANK

#### RULES OF CONTEST

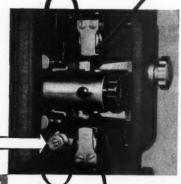
- Prints must be from black-and-white negatives produced by postwar models of Zeiss Ikon cameras.
- Up to six prints (all in one package) may be submitted by each contestant.
- 3. Prints should be 5 x 7 or larger, black-and-white.
- Each print must bear owner's name and address and camera model.
- Pictures will be judged on technical excellence and general interest. Those with human interest and/or animation will be preferred.
- Prize-winning pictures become the property of Carl Zeiss, Inc., and negatives of such pictures must be released to Carl Zeiss, Inc. for advertising purposes.
- Prints of non-winning pictures will be returned to their owners.
- Contest is open to residents of the United States and its territories. Employees of Carl Zeiss, Inc. and members of their families are not eligible.
- 9. Prizes will be delivered through Zeiss Ikon dealers.

I enclose p	485 Fifth Ave., New York 17 rints to be entered in your Photo Contest in
accordance with	your rules. Please return non-winning prints.
Name	
Street	
City	State
My dealer is	
Address	

# PROTECT YOUR FILMS

Only M-8 BOLEX 8mm projector offers exclusive FilmGuard<sub>TM</sub>; it lets you show your irreplaceable film safely.

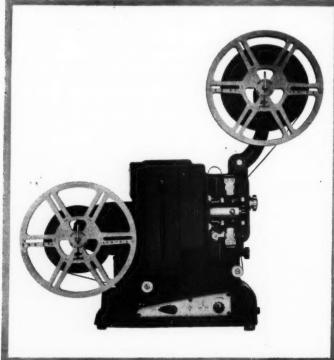
FilmGuard is found only on the M-8 Bolex projector. It automatically protects film when loop is lost. At that time, FilmGuard (arrow) catches loop and, due to cams, it keeps a constant, gentle tension on film. You can even run film with gate open; no need to stop film even for cleaning the gate.



The Bolex M-8 is the only 8 mm movie projector with FilmGuard TM protection. No other projector has it! FilmGuard ensures that the loss of the loop can never damage your precious and irreplaceable footage. When the loop is lost, or if the gate is opened while the film is running, the film engages the FilmGuard. This device keeps a gentle, even tension on the film, and the gate may be cleaned without stopping the film. In no case do you need to stop the showing in order to make a new loop.

The FilmGuard is only one of many outstanding plusses offered by the Bolex M-8 projector. Many of the following advantages are exclusively Bolex: Snap threading is unique, so simple and easy it can be done in the dark; gate opens full inch for cleaning; table-lamp interlock; direct gear driven; exclusive ultra-fast rewind up to 400' in 15 seconds; new, simply opened lamp housing allows easy, quick change; individually controlled front feet allow adjustment for uneven surfaces; and many other features.

\$169.50 including de luxe case and F.E.T.



Ask for a demonstration at your Bolex Dealer. He can show you these and many other unusual features of the Bolex M-8. Remember: only the best photo dealers carry Bolex. For M-8 data sheet, send coupon.



100 Sixth Avenue, New York 13, New York
Send me a data sheet with additional information on the 8 mm Bolex M-8 movie projector with exclusive FilmGuard.
Name
Street and Number

City..... Zone... State...... 142

#### PICTURES TELL ITS HISTORY



WHAT IS FLASH photography to the average man? Is it only the symbol of the press photographer: crime, sports, politics, disaster? Or is it the picture which could not exist without the aid of flash—photographs in mines, the interiors of cathedrals, portraits, etc.? Many people do not realize that flash also played an important role in the development of the documentary school. These visual comments on human conditions in turn have been responsible for starting some of our major social reforms, the elimination of child labor, of many city slums, aid to migrant workers and dust-ridden farmlands. Since the turn of the century, as techniques continued to be refined, another aspect developed: pictures contained not only social comment, but aesthetic qualities as well. Sometimes the news event, but more often the social comment, was combined with artistic expression. Some photographers who re-created a scene added something of their own feel-

ings and values to it. Meanwhile, flash pictures became a family affair. Now nearly every family has an amateur photographer who, with the simplest flash-equipped camera, can record family activities. Compared to their strapping predecessors, many modern flashbulbs are tiny and can be easily handled by the amateur. He, then, is equipped to create light wherever he wants to make a picture: after dark in his home town, or inside the high school gym. The amateur can make a news-type picture, a social comment-or a work of art. The fifty-five-odd years of flash pictures reviewed here are marked by growth-in style, and in picture content. From the early days of flash powder (which relatively few





people used) to this, the twenty-fifth anniversary of the flashbulb (which most photographers use), the techniques of flash use have been mastered. Flashbulbs and press camera permitted topical events to be photographed and transferred to the presses the very same day. Because of news pictures, many people have asked questions and have learned much about politics, commerce, education and foreign affairs. What of the flashbulb's future? Great pictures have been made because of flash. Many more can be made which could not come into existence without it.-DOROTHY JACKSON



Coal cellar, Jacob Riis, Riis Collection



Fitzgerald's Bar, Percy Byron, the Byron Collection



Night School, Riis, Riis Collection

#### AT THE TURN OF THE CENTURY: FLASHPOWDER LIT THE SCENE

The turn of the century was an era of transition and contrast. In New York, gentlemen and laborers shared the same brass footrail in many bars; Teachers College women puffed and stretched in their new, brightly varnished gym; freckle-faced ruffians slouched behind night school desks; and while peddlers settled into cellar holes for supper, many families gratefully relaxed in gas-lit tenement homes. Conditions of the city impressed such men as Jacob Riis and Percy Byron, photographers and social commentators of their time. Riis was a documenter of the poor; Byron, more often, the rich. Occasionally an unknown photographer made a news shot such as the Triangle Fire, far right. Bliztlichtpulver, or flashpowder, invented in Germany in 1887, was a powerful combination of powdered magnesium, potassium chlorate and antimony sulphide which, when ignited, gave a blinding flash of light. It was quite sufficient, despite the smoke that resulted, to illuminate the tenement alley or Fifth Avenue parlor, An f/6.3 lens was "fast" then, but it was usually quite sharp and registered truly the sordid and elegant details that were lit up by a flash charge. Newspapers had learned how to reproduce photographs; but the public was yet to be satiated daily with disaster and gore.



Teachers College gym, Byron, the Byron Collection



Tenement, thought to be by Beals, Riis Coll. This picture, opp. page, courtesy Museum of the City of New York.



Triangle Shirt Waist Co. fire, Wide World



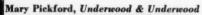
Ladies get the vote, Brown Bros.



Lindbergh in Tokyo, Wide World



President Wilson and Royal friends, London, *Underwood & Underwood* 





#### SUFFRAGE, THE FIRST WORLD WAR, LINDBERGH, THE BLAZING TWENTIES

Not only did newspapers publish more and more pictures. but the types of pictures were changing considerably. News photographers were not uncommon and, armed with flashpowder, they covered the events of the day. Political issues. "signs of the times," movie stars and public heroes all turned up in newsprint. Women got the vote; there was a World War: President Wilson went to Buckingham Palace: skirts went up, morals down; a woman could smoke, drink and dance the Charleston! Stars like Pickford began to have the Hollywood-style publicity pictures that we know all too well today. Lindbergh, conqueror of the Atlantic, was publicly cheered in Tokyo, and Peaches Heenan and Daddy Browning were principals in one of the most publicized lawsuits ever. News pictures were not particularly artistic, but they meant that the public could look at diversified news events. In 1929, another German idea, the aluminum foil-filled bulb, was another thrust in the growth of the news photograph.



Peaches, Daddy Browning, I.N.P.



Charleston Derby, I.N.P.



Hoover bows out, U.P.



Stockton, Calif., FSA

Influenza, Jefferson, Texas, FSA



#### IN THE THIRTIES, DEPRESSION: AN ERA OF SOCIAL COMMENT

Flash powder in the thirties had become passé. Attached to the camera, a flashgun and bulb replaced the ornery, often dangerous powder that was so difficult to manage and often awkward to use. It was no longer necessary to use the open shutter technique because the new flash was synchronized with the shutter. The flashbulb was taken up quickly by newsmen, and during the stock market crash investigation in 1933, J. P. Morgan, made the victim of a publicity stunt, posed with a midget on his knee for newsmen to photograph. Those photographers who worked for the Farm Security Administration often used flash in compiling what is undoubtedly one of the most important picture records in the history of photography. As Jacob Riis documented New York slums, FSA photographers, directed by Roy Stryker and including Dorothea Lange, Walker Evans, Arthur Rothstein, Ben Shahn, Russell Lee, Carl Mydans, Gordon Parks, among others, documented rural America, its migrant workers and squalid living conditions. The photograph at once became information which could be used and studied in a program of rehabilitation. Pieced together, the collection of FSA photographs gave a giant mural of this country from 1935-1942. The grubby, dimly-lit shacks, the haggard eyes of mothers with too many children and too little food were not intended as sensational independent newsphotos. But each photograph was part of a larger story. Moreover, the pictures produced by the FSA photographers were not unkind-unless daring to picture subhuman living conditions is unkind. Dignified, straightforward and sympathetic, their pictures carried a "universal" message about the struggles of men. Similar qualities exist in the work of Margaret Bourke-

J. P. Morgan and midget, Willie Hoff, N.Y. Daily News





Mississippi mother and children, FSA





baker third 70 MILES AN HOUR!













White who in the middle thirties photographed the impoverished South and who, with Erskine Caldwell. produced the book, You Have Seen Their Faces. For her, flash was not simply an occasional supplementary light source used on the camera. She used flash often-placing it artfully and carefully-to model the subject or bring out a particular quality or mood in the scene. Currently, because of mechanical developments (extension units, multiple flash) flash off-the-camera and bounceflash have greatly supplemented the old direct flash technique which only a few photographers in the thirties thought to vary. By the end of the thirties, numerous news photographers, meeting daily deadlines, crackled their flashbulbs in order to pass murders, accidents-or civic and political events and strikes-along to the front page of the next edition. Often these photographers educated; sometimes they made works of art.

Huey Long, F.P.G.



You Have Seen Their Faces, Margaret Bourke-White



The critic, Weegee







Las Vegas, Arthur Rothstein @ LOOK MAGAZINE

# IN THE FORTIES: WAR, ROULETTE, RITA, DIAMONDS AND EXPERIMENTS

Many photographers went off to the Second World War, but relatively few flashbulbs went with them. With the development of the compact miniature camera, fast lenses and faster film, it was usually wiser to leave bulky flash equipment behind. However, some "great" flash shots-like Ray Platnick's Coffee for the Conquerors of Engebi Island, left, made below decks on a Coast Guard ship in 1944-were sent home. There, in New York City (and later, Hollywood), the news photographer and flash man, Weegee (bottom right), made famous pictures and two important books, Naked City and Weegee's People. In some ways, news pictures had become even more raw and ruthless, and Weegee was never one not to make an exposure of a bloody scene. But much of his workstirring, compassionate, fun-poking-done in the forties, suggests something beyond the news "moment." He, too, has had a great deal to say about people and their emotional reactions. A familiar virtue of flash-that it can catch a spontaneous visual expression of an emotion-carried into the picture story which was seen increasingly in the "Sunday Sections" of national newspapers, and in several popular "picture" magazines. Such expressions could be nailed on the spot, whether they originated with Rita Hayworth, emanated from an arch Daughter of the American Revolution, or were provoked by that tease game of chance, roulette, in hospitable Las Vegas where residents sat out the six weeks' "cure." The public was ever curious. The magazines brought it stories in the shorthand of pictures-stories about movie actresses, events of



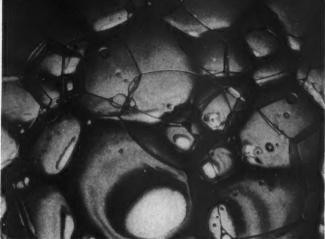
Tenement fire, Weegee



Weegee, Philippe Halsman



Rita Hayworth, Bob Landry



Soap bubbles, Berenice Abbott

national interest, or simply familiar stories about people like themselves. Simultaneously, amateur snapshooters were recording their own family events. Flash could be adapted even to a simple fixed-focus camera, which meant that Baby's plunge into his first birthday cake was frozen on film across the country every day. For the most part, family snapshooting with flash was strictly on-thecamera, glaring and harsh. But sentimental scenes were preserved nonetheless. By the end of the forties, one function of many pictures became increasingly apparent. Photographs could influence the viewer, make him feel angry or happy or sad. In war-time we saw the enemy soldier's brutal scowl, threatening gesture or other sign of cruelty. Photographed in police stations, gangsters looked overly-sullent and dangerous. A religious "crackpot" could be made to look like a fool; a child lost, and found, stimulated many tears and smiles. In reporting such news events in pictures, which often only the flashequipped press photographer could do, he was largely responsible for the innuendo and silent comment. The easy platitude that pictures speak for themselves may have some truth, but the good photographer knows that techniques—the camera angle, the handling of light—have much to do with the message the picture carries. The high camera angle that belittles the subject seldom flatters a scoundrel. The low angle, on the other hand, can exaggerate the subject's proportions; even the physically small-sized public hero can be pictured as a tower of strength. News photographers soon learned that photographic techniques could influence public opinion. Thus, in the forties, reporters were using flash more creatively, with more imagination; the snapshooters were hard at it in the home. In New York, Berenice Abbott photographed the pattern of soap bubbles, lighted by flash, making a scientific picture which happened to be a beautiful design, too.

D.A.R., Arthur Leipzig





MacArthur's fired!, Francis Grandy, A.P.



Cesspool rescue, Barney Cowherd



The shoe, William M. Gallagher, Wide World

# IN THE FIFTIES: FLEETING HUMOR AND A FINAL COMMENT

Although many professionals were turning in their flashguns for electronic flash units, memorable pictures were still made in these early fifties by quickwitted photographers with their flashguns and cameras. Ike's well-known expression after receiving word of MacArthur's resignation, the preelection Stevenson shoe are among them. Pets have always been a source of interest, and the touching puppy rescue (left) has it over most animal pictures.

Since the beginning of flash, it has been used for the most part simply to illuminate the subject directly so that a reasonable negative—and recognizable picture-would result. Consequently, the flash shot often is characterized by harsh, glaring light and abrupt deep shadows. But many photographers have learned how to diffuse flash light, to obtain excellent modeling and natural tonal gradations. In his Wake, right, from the Spanish Village Series, W. Eugene Smith has mastered the flash technique. It is much more important, however, that he has accomplished other ends: in a single picture he has reported an event and made a sympathetic comment on human emotions that accompany it. The combination of excellent technique and his sensitive manner of interpreting the subject has made a picture of great beauty. Here is art. Great pictures have been made both because of flash, and in spite of it. Will the flashbulb in the rest of the fifties, or sixties, simply be confined to Baby's birthday party? Or will it be used to report, to comment, to make a moving work of art?-THE END



Spanish wake, W. Eugene Smith

r :s. of n e

e o con pt ed el-

a nnd

as eat in es, y?



1. STRAIGHT FLASH. Most novice photographers start out with this technique as it's easiest. It creates shadows directly behind subject, provides flat even illumination across skin and dress, gives little modeling or detail.



2. OFF CAMERA. Flash held away from lens position on an extension produces longer shadows, more roundness in face, brings out features such as cheeks most dramatically. It's not good for poor complexions, however.

# 33 WAYS TO BETTER YOUR FLASH PICTURES!

SEALED WITHIN a tiny glass envelope is the wherewithal to make pictures possible anywhere, at any time—inexpensively, efficiently and quickly. With flashbulb, unlit scenes can be lit to show every detail and texture. Flash can create any mood, highlight features. Enough flashbulbs for a whole picture taking session can often be stored in a pocket. And these flashbulbs are a great boon to the photographer with a slow film or a camera with a moderate lens opening. He needn't spend money on a highly expensive, fast lens (which won't deliver the detail of flash anyhow). All he needs is flash. That is, almost all he needs is flash. For besides the very material things like camera, flashgun and bulbs, the photographer who wants top results must have the knowledge of what will happen when the flashbulb goes off. How

will it affect skin texture, where will the shadows be, can it control facial modelling properly? These are questions to which the photographer must have the answer before he trips the shutter and the bulb goes off. It's just too late later. There are two distinct types of flash-knowledged photographers. We all start out as novices, shooting without the slightest idea of what the results will actually be like. Sometimes we're pleased, often disappointed—the picture would have been better if a shadow had been placed here or eliminated there. Unfortunately many users of flash stay in this bracket forever. They never get the real pleasure, the surefootedness from flash. They never get into the second group, those who have shot so much flash they can automatically judge what will happen under almost any given circumstance.



3. WALL BOUNCE. Less dramatic but still effective for obtaining roundness. The differences between highlight, shadow areas are less than with flash off camera, and note that the shadows are not as heavily defined.



4. CEILING BOUNCE. Here's the most even, natural illumination. Shadows are almost eliminated. Detail in sweater is adequate and yet not harsh as in wall bounce. Ceiling should be lightly painted, low (less than 10 ft.) for easiest use.

Few get into this class anyhow, unless they are professionals who work with flash, day in, day out. But there's a short cut for the amateur or professional who's willing to spend a little time and effort. In fact this article is intended primarily for him, so he can learn just how flash does act under different circumstances and with various subjects. By learning beforehand, he can not only save a lot of good shots from the wastebasket but also save money on wasted flashbulbs and film. This photographer can find out a great deal about what will occur if he uses his flash on the camera, off the camera or bounces the light from his flash from a wall or ceiling-without doing it. On page 110 MODERN has assembled a good number of strictly mechanical hints for better flash, to make your equipment more versatile, to prevent loss of bulbs due to inefficient handling. On these four pages Peter Gowland, a long-time professional flash user, has assembled 12 useful photographs. He's taken three common flash subjects photographed around the home, a girl, a baby and a group shot, and has documented exactly what results can be expected from four different uses of flash, straight flash, flash held off the camera, flash bounced from a nearby wall and flash bounced from a ceiling. Shadows change, facial contours seem to

change, detail in skin and clothing texture differ, the entire mood of a picture can be altered. Gowland's 12 pictures, all shot with a moderately priced twin-lens reflex camera, Plus-X film and No. 5 bulbs, will provide you with a full flash technique chart for your own use. When you're shooting direct flash or flash off the camera, follow the guide numbers and instructions for using them on the back of the flashbulb envelope. Bounce flash, from wall or ceiling, is a bit trickier, depending on the distance of the wall from the subject, the height of the ceiling and the color which wall or ceiling is painted. If you have a fairly light wall and your subject is fairly close to it, try halving your direct flash exposure. For an average ceiling, 10 feet or less, use one quarter of the normal direct flash. These are only rough starting approximations. A few test shots should solve the bounce exposure problem in your own home. Sometimes it's difficult to produce enough bounce flash for a good exposureespecially for color. Try this: put your flash on a long cord and attach it, facing ceilingwards, to the top of a hatrack or tall standing lamp. This will get it close to the ceiling, producing more light on the subject. Also it will keep the lamp-to-ceiling distance constant. Learn to use all types of flash. It will pay off .-- C. D. ROWLAND



5. DIRECT FLASH. Babies have pudgy, round faces which do not photograph best with direct flash. You'll want to get as much roundness into your picture as possible. Here face looks almost like cardboard cutout, shadow detracts.



6. OFF CAMERA. Results are immediately improved by moving flash high and off camera. Shadow placement can be estimated by drawing an imaginary line between the direction of flash and subject, continuing line to background.



9. DIRECT FLASH. Direct flash will light a small family group evenly, if flatly. Often ceiling bounce can't be used when ceiling is too distant. Bulb's reflection in eyes is typical of direct flash technique. Bounce never produces it.



10. OFF CAMERA. To keep shadow of baby's head from covering mother's sweater, Gowland held flash high off camera, landed shadow below baby's head, on sweater, but out of sight. This did, however, create bad chin shadows.

## 33 WAYS TO BETTER YOUR FLASH



7. WALL BOUNCE. Bounce of any kind is often preferred for baby shots. It doesn't get into their eyes, distract them from whatever they're doing. Wall bounce will give you perhaps the most three-dimensional effect for baby shots.



8. CEILING BOUNCE. When you're not quite sure of your subject's movements, as with babies and young children, ceiling bounce will provide the most foolproof light source. Compare modelling here with the direct flash.



11. WALL BOUNCE. If the wall had not been directly behind family group, background would have been darker.

12. CEILING BOUNCE will always provide the greatest amount of even illumination, foreground to background.

If you've never bought a flashgun, and don't know where to begin, or if you're planning to change your present one, read this....by Charles Hellman

# HERE'S HOW TO BUY A

FLASHBULBS, in a well designed flashgun, offer the most compact, powerful, dependable, versatile, artificial light source for general photography. Because millions of amateurs realize this, flashbulb manufacture is a major industry. And for every bulb that's flashed, there has to be a flashgun of some kind to set it off. Question: what's the best flashgun for you to buy, and how do you go about choosing it?

There's no single, simple answer to that question. But there is a simple principle to keep in mind which will lead you to the right answers. That principle is: pick your flashgun according to your needs, go for the features most suited to the type of work you will have

to do, make utility the criterion.

What makes a flashgun? A flashgun consists of a series of individual components, each with its own advantages and limitations, brought together to make a unit which is the sum of all the favorable and unfavor-

able features of its parts.

These essential components are: A socket to hold the flashbulb; a reflector to make efficient use of the light from the bulb; electrical power to ignite the lamp; a housing to hold the power supply and internal wiring; connectors to make a circuit between the flashgun and the shutter synchronization contacts; some type of bracket or other means of attaching the flashgun to the camera. There is a bewildering variety of each of these components—the drawings illustrate a few of them. And the possible combinations of various kinds of components add up to a wild profusion of flashgun designs.

Our purpose here will be to point out the reasons why some components are made the way they are, indicate some features which by their very nature are desirable or undesirable, and set up standards by which you can decide whether or not a particular flashgun feature is

necessary or undesirable for your purposes.

The all-important reflector: The reflector is the heart of the flashgun. On its performance, more than any other factor, depends the efficient use of the flashbulb. The light output of a bulb is determined by the manufacturer when he packs a set amount of aluminum foil into the bulb. How much of this light reaches the subject area, and its distribution after it gets there, is de-

termined by the design of the reflector and the nature of its reflecting surface.

Here are a few basic principles involved in the operation of a reflector. Knowing these, you will be in a better

position to make a more suitable choice.

Let us begin by placing a flashbulb in a socket without a reflector and setting it off. The light emitted from the lamp will go in all directions, almost equally. A subject area will receive only a fraction of the light and the efficiency will be very low. (However, where it is desirable to fill a room with soft, even light, bare bulb flash is an extremely useful technique. Fast films and lenses permit excellent results, despite the "inefficient" lighting.)

If now a large, flat mirror is placed behind the lamp the light distribution will be changed. The mirror will reflect practically all the light leaving the rear of the lamp and the subject area in front of the lamp will receive more light. Note that the reflection is not very selective. The reflected light will fall over the entire area in front of the lamp, whereas the camera lens receives light from only a limited angle. (This also is a worthwhile technique to remember, to distribute nondirectional light, the grand-daddy of modern "bounced" flash.)

In order to increase the amount of light on the subject, the reflecting surface must in some way converge or focus the light rays over a more limited angle. This is done by curving the reflector. Early curved reflectors were quite primitive. In most cases they were spherical in curvature, quite small, and not very efficient. They were made with a low degree of curvature (that is, a small section of a very large sphere) and had a typical "dishpan" appearance. The dishpan reflector or a modification of it may be used today in portable units since its low curvature makes it more portable.

The most efficient shape for the reflector is the parabolic. This reflector has a deeper curve and is similar to those used in automobile headlamps. The bulb is set rather deep into the reflector so that most of the light leaving the bulb is thrown forward over the subject area. However, the improved efficiency of the parabolic reflector may lead to a possible drawback. The concentration of light over the subject area restricts the angle of light coverage. If a wide-angle lens is used it may be found that the corner of the negative is not well illumi-

# FLASHGUN

nated. Since wide-angle lenses have decreased illumination in the corners for optical reasons, the total effect may be disastrous. The Leica flash units, which fold up for carrying, have a rather shallow reflector curve. This may reduce the efficiency a bit but is recommended to cover the wider field of the 35mm Summaron or equivalent lenses.

What size reflector? In general larger reflectors are more efficient than small ones. However, small bulbs achieve good efficiency with relatively small reflectors. Most modern flash units come with a 5-inch parabolic reflector for bayonet base lamps. The medium screw base lamps, such as the Sylvania Press 40, should have a larger reflector. Thus, in addition to a 5-inch reflector, a 7-inch reflector is available for the Graflite gun for use with medium base bulbs. The combination of the 7-inch reflector and a larger bulb, like the GE #22, will provide double the illumination of the five-inch reflector with the GE #5 lamp. However, virtually all amateur flash work can be done with bayonet base bulbs. If more light is needed, an extension is better than simply using a big bulb.

Polished or satin finish? Properly designed polished reflectors are most efficient. Each tiny area of a curved mirror should act as a small plane mirror. The curvature of the mirror adjusts the angles of reflection of the mirror elements so that they all contribute to the subject illumination. Unless these mirror elements are shiny (like an ordinary mirror) they cannot do a good job of reflecting the light.

Improperly designed parabolic reflectors may have "hot spots" rather than even illumination, and since a satin finish minimizes the hot spotting effect, satinfinished reflectors have been quite popular. Today there is a trend back to polished reflectors. However, films are now so fast that an ultra-efficient reflector may become a problem, particularly for close-ups. There is much in favor of the satin-finished reflector despite its theoretically lower efficiency.

How is it mounted? Most modern flashguns are designed for one size bulb—the overwhelming majority for the bayonet base midgets. Since the placement of the lamp in respect to the reflector is (Continued on page 113)

# CAN YOU PICK THE BEST COMBINATION OF FEATURES?







REFLECTOR: Should it be a "frying pan", a bowl, or parabolic in shape. polished or satin finished?







CASE: Would you like the conventional tube, a small, compact box shape, or some special design?







POWER SUPPLY: Do you get best results from large flash cells, pen light cells, or battery + capacitor?







CONNECTIONS: Just an outlet, or a permanently attached wire, or contacts in the mounting bracket?



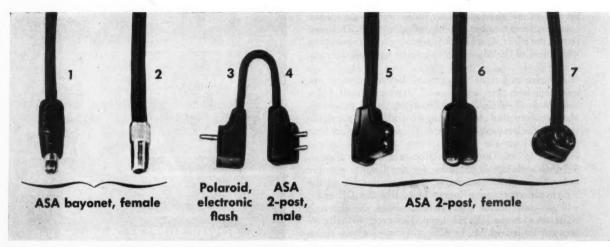




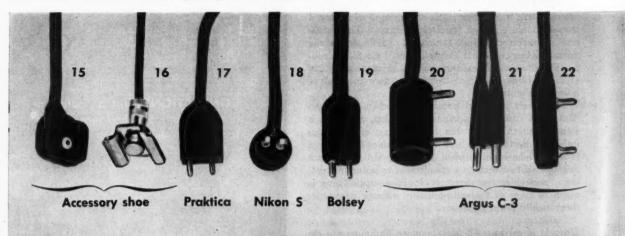
ATTACHMENT: Separate bracket, shoe to engage standard accessory clip on camera, or special mount?

# DO YOU KNOW YOUR FLASH CONNECTORS?

For the first time, a directory of the most useful flash cords and connectors, with the various combinations in which they are available, and names of manufacturers.



The ASA bayonet, and ASA 2-post, are found almost exclusively on American-made cameras. The 2-post is primarily for press and studio camera shutters, and is sometimes called the Wollensak shutter connector. The small adapter cord connects the Polaroid Land camera's speed light outlet to a plug such as 5, 6, or 7, and would not be used with flashbulbs.



Many new cameras have flash contacts built into the accessory shoe clip; special guns must be used on the camera. Nos. 15, 16 let you use a standard gun, off camera if desired. Bolsey and Argus guns plug right into camera. Nos. 19-22 have same function as 15, 16. Notice the wide variety in construction; pick the one that most suits your needs.

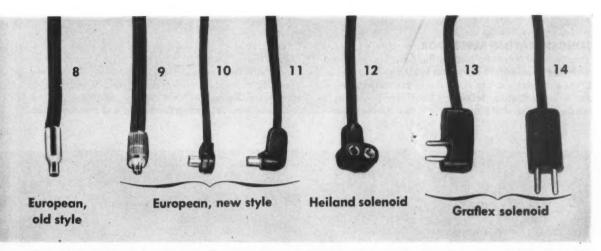
THE MERE FACT that someone has to compile and publish a directory of flash connectors is an indication of the chaos existing in this particular facet of photography.

This is the most complete compilation which has ever been published, but it still does not include every type of connector which it is possible to find. It does include virtually all the important, generally available connectors and combinations of connectors, together with a list of manufacturers who make the different kinds (see page 120). Certain lines of cords have not been included, for various reasons. For example, if you have a Mendelsohn Speedgun, only Mendelsohn cords will connect with it properly. There are also a few cords in the design stage of which samples could not be had at the time the illustration was made. One, for instance, is a connector, Leitz M-3 to 26 or 29, made by Spiratone, a highly special-

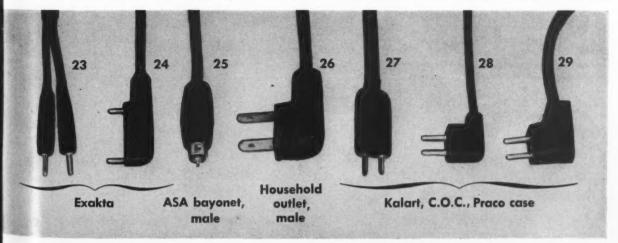
ized cord which can be used only with that camera.

This is a simple chart to use. Note that each individual type of connector has a number assigned to it. Since a connecting cord usually has two ends, any cord can be identified by identifying the two ends. Thus a cord with a Heiland solenoid connection on one end and a household plug on the other would be a 12-26 (or 26-12) cord. Just look down the list on page 120 and you can find out if such a combination is available and who makes it. Armed with that kind of information you can go to your photo dealer and get the desired cord with the minimum difficulty.

Many of the cord combinations listed on page 120 are available made up as coiled cords. Some combinations are available as both straight and coiled cords, and some only as straight ones.



Internal diameter of the new style European fitting is less than that of old style; they are not interchangeable. Straight fittings, such as 9, may project the connecting cord into the way of a viewfinder or rangefinder; right angle styles carry the wire down and out of the way. Nos. 12, 13, 14, fit solenoids used to supply external synchronization.



Block type plugs are rapidly replacing separate phone tip types like 21 and 23. Nos. 25-29 all connect to battery cases of various flashguns. Household plug and 2-pin types are most popular; both make secure contact. Right angle plugs make neater connections than straight ones, usually; most manufacturers are changing to that design or make both.

# 3 LESSONS IN LIGHTING

Burt Owen explains his techniques for using concentrating reflectors, backlight reflectors and small spots for fill-ins.

**CONCENTRATING REFLECTOR:** A model's eyes are often the focal point of a picture. Bury them in shade and your shot is ruined. If the sun is behind your model or at the side where it can't illuminate the subject's eyes, use a concentrating reflector. Take the foil from a number of cigarette film packages and rubber cement

them, shiny side upwards, to a 16 x 20 in. sheet of cardboard. Catch the sun's rays and angle your reflector board until it shines the light directly into the model's eyes. My exposure here was 1/100 at f/8 with Plus-X film in a Rolleiflex. Actually, models seldom look good facing the sun. Try facing them away and use a reflector.





FILL-IN SPOT: Windowlight used indoors gives you nice, even lighting. Suppose, though, you want to highlight some part of your picture, a hand, an inanimate object, or, as in this case, an eye and nose? You can use a small focusing spotlight of about 125-watts as a spotlight. I have an Inkie-Dinkie (no longer made), but there are plenty of other good makes. Concentrate the light where you want it and then move the light back and forth, or change the light focus until you're covering the area you want. A reflecting-type meter will help you balance the artificial and natural light for different effects. I shot with a 4 x 5 Super D Graflex with 190mm Optar lens and 120 roll film back, at f/5.6, 1/30.



#### BACKLIGHT REFLECTOR:

You don't have to place reflectors outside the picture area. I used a diffused reflector here (foil pasted on board, dull instead of shiny-side out) for a background to this semi-silhouette. I threw the light from a spot onto the reflector which was 3 ft. behind the model. The reflected light transilluminated the rose, gave the model a clean, sharp profile. The light on the model came from a window behind her head. Exposure with the Super D Graflex was f/5.6 at 1/10 sec. Actually, by printing this negative on various grades of paper and varying the enlarging time, I could get anything from a complete silhouette to a front-illuminated portrait.

# want to improve your outdoor portraits?

# A TEACHER TELLS HOW



Set-up number one provides a pattern background. But the first shot below with meaningless lines and dark facial shadows shows what not to do in such a picture situation.



Here's the improved photograph. To correct faults shown above, students moved the model down the steps, changed angle of face, and shot from higher camera position, using a reflector.



# by Rex Fleming, instructor, Brooks Institute of Photography

How successful are your sunlit portraits? Probably no outdoor situation offers a wider variety of illumination than bright sun. But you have to know how to handle this potentially harsh light—what to do about squint, unflattering shadows, dark eye sockets. So here are some techniques taught to students at Brooks Institute of Photography, Santa Barbara, California, which you can use to make better pictures. Try them next time you set out to make a sunlit picture of your favorite model.

The first step is to recognize basic types of outdoor lighting. Find out where the shadows fall in different lighting situations. Watch out for dark eye sockets and bad nose shadow when the sun is high and in front of your subject. In midmorning, or midafternoon when the sun is to the side at a 45-degree height, make sure the shadow area on one side of the face isn't too large. With backlight, notice how the subject's face is invariably in shade.

Brooks Institute students who made these "before and after" pictures faced three typical shooting situations. So let's see just what mistakes they made and how they corrected them. Take set-up number one. This involved using background to add to the composition of the portrait. Students chose picturesque steps on the Brooks Institute campus as their location. But the first picture (center shot, left) came out with confusing helter-skelter background lines and splotchy black shadows on the model's face. The next photograph (bottom, left) is better because students moved the model farther down the steps and shot from a high angle to show a uniform background. Changing the model's pose so her eyes would look in the same direction as the background lines, strengthened composition and eliminated some deep facial shadows. Finally, a diffused reflector held to one side softened the remaining face

What do you do when sky and foliage form the background, and you're shooting with backlight (see column of pictures near right)? Well, here's what students did on their first try (center picture), and it has many common faults: no picture relationship between subject and background, a stiff pose, and a gray face caused by shooting without a fill light to balance the sun. To correct this, the instructor suggested several simple techniques: 1) change the pose and have the model raise her arm in a natural gesture to break up the tree-top line which cuts across the picture, 2) place a reflector so it throws light into shadow areas of the face. You could (Continued on page 101)



Set-up number two with sky and foliage for background is common in outdoor portraiture. However, student's stiffly posed photograph, below, with grayed out face doesn't capture the charm of the model or situation.



Try for a natural pose as below, and place model so part of her form diminishes the force of a tree-top line cutting across the picture. If you want to work with backlight use a reflector for fill-in illumination.





Set-up number three. You may want to throw a garden background out of focus as below. But make sure shrubs don't grow out of your model's head, and that her face isn't in harsh and ugly shadow.



Pick a spot where background detail is even. Then change your model's position or use a reflector as fill-in to illuminate her face. Photograph below shows student's second try in this situation.



# HIRO WAKABAYASHI





Left, exposure for cup, f/8, 1/250, Nikon. "Delegates" to UN garden, above, were caught with Rolleiflex, f/5.6, 1/250. Below, Minoltaflex, f/5.6, 1/10. Sky was held back for eeriness.

Is this month's Discovery, Hiro Wakabayashi, justified in tampering with the "rules" of accepted darkroom techniques? Is it valuable that he occasionally and deliberately uses paper developer for film in order to exaggerate grain? Or that he sometimes throws a sharp image out of focus during enlarging? We think so. Wakabayashi's experiments are planned ventures rather than haphazard guesses, and unlike many photographers, artists or writers, he is astoundingly self-critical of the results. "I experiment a lot," he says, "and I feel I must decide for myself whether I have been successful or not." Darkroom variations and a great variety of subjects often give a far better basis for comparison and judgment of "taste" than a single approach to a limited subject range.

Wakabayashi's favorite subject is people. He catches them on the run (literally, above), yet is willing to pose them for portraits. Sometimes he and his subject will collaborate to make a joke such as the thoroughly goodnatured satire on a picture by Cartier-Bresson, right. In inanimate (Continued on page 123)



DISCOVERY no.

# Can you keep a model from freezing before your camera? Howard Zieff shows you why

# POSING IS NOT POSING

THERE'S NOTHING so unnerving to a model as having a camera pointed in her direction—if she's not used to it. There, cornered by a lens and film, she will squirm, become self-conscious of every finger movement, expression or body line. Your resulting pictures will look awkward, unnatural—and very posed. But they don't have to—if you follow the advice of Howard Zieff, a young professional photographer whose natural, happy, unposed-looking subjects have almost become his trademark in commercial illustrations.

#### The untrained model

"If you're not using a professional model, you've got to win the girl's confidence," advises Zieff. "Put the camera away. Go to some location with the girl alone—as if you were having a date with her. If she doesn't enjoy your company, you're not going to get good pictures. So find that date atmosphere. Talk to her until she forgets that your real purpose is to take pictures. Keep her animated—and all the time, study her face for varied expressions you can put to use later."

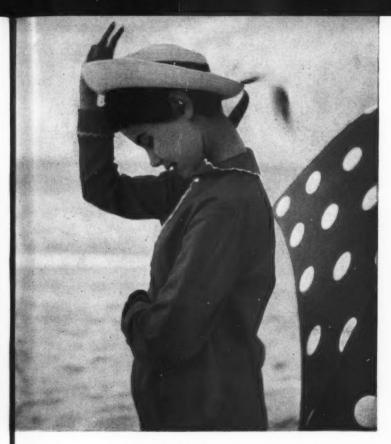
Even on a commercial job, such as the one for Helena Rubinstein, Inc., for which these color shots were made, Zieff follows his routine. When possible, he goes on location with the girl alone. The presence of assistants, stylists, or prop carriers doesn't help a girl feel relaxed. So Zieff recommends leaving all behind and going out, when possible, with nothing more than the

model, a few changes of clothing, camera, film, and exposure meter. With a minimum of fuss, he can turn out six quite different, lively pictures of the same girl. The techniques and equipment are within the easy reach of anyone. Here's how Zieff worked to get the three pictures opposite:

The day was bright but overcast. Zieff and model Teddy Ayer set out for the beach. Costume changes amounted to one bathing suit and a beach jacket, plus beach umbrella, a hat, a scarf, sunglasses, beach toy, portable radio, and a few oddments—including a Rollei-flex and Ektachrome film. Zieff has two general plans of work—he sometimes poses subjects completely, or he runs through an animated conversation with them, sees some pose, movement and expression he likes, and then asks the model to repeat it if she can.

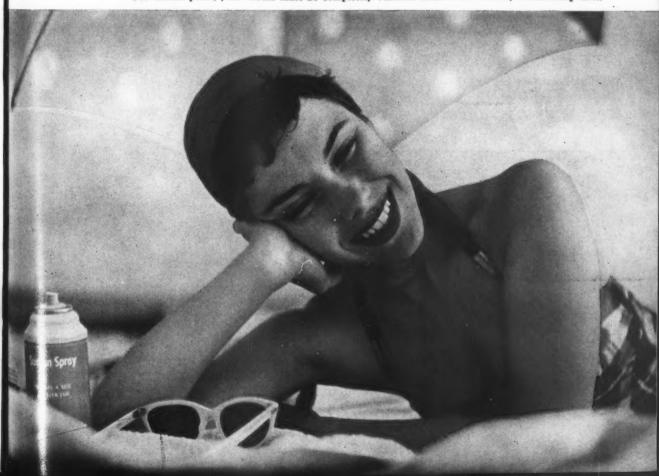
#### Using the model's pose

Zieff moved in to about five feet for the picture at top left, on opp. page. He maneuvered until he had Teddy in the middle of the picture yet still included a part of the umbrella for added interest. What to do about the horizon line? As it existed, it cut directly through Teddy's face. By using a relatively wide aperture, f/4 at 1/50 sec., Zieff threw it sufficiently out of focus so that it wouldn't interfere—with the picture. The overcast weather made the color differentiation between sea and sky less than it would be on a clear day,





For candid poses, your model must be completely relaxed. Establish a friendly relationship first.





How far can you alter backgrounds and still maintain a casual atmosphere? Umbrella was added to this scene.





 $\triangle$  Work with subjects whose expressions you know. Then you can ask for the best for each picture situation.

further helping to eliminate the sharp transition line. Zieff left Teddy much on her own—watched her carefully. The head tilted down with hand raised to hold the hat, and eyes closed, was her own natural pose. Zieff liked it, felt it had a "nice, soft quality," asked her to repeat it, and snapped the picture.

"A head and shoulders pose such as this," remarks Zieff, "is particularly good when working with a girl who's liable to be camera shy. If you start off taking full-length shots, novice models often feel self-conscious about the position of their feet and legs. By getting closer, you can establish a more direct relationship with the girl and remove at least part of her problems of camera shyness."

## Using a snapshot pose

Zieff feels that the photographer shouldn't ignore the typical box-camera snapshot pose. The model curled over the water toy's back is a stock pose. Whether or not it can be made to come off depends on the photographer. Late in the day when the sun was fairly low, Zieff set Teddy on the toy animal, directed her to pose in this typical snapshot position. As the sun was low and weak behind Zieff, it didn't offer too much chance for eye strain.

"This is a cute, icicle-type snapshot pose," explains Zieff. "To simulate the box-type picture, I used an f/6.3 opening and kept both subject and background sharp as it would be if made with a fixed-focus box camera. Although the picture is obviously posed and the model obviously knows that she's being photographed, the pose is not strained or ungainly—any pretty girl might assume a similar pose as a natural thing."

#### Try conversation

Face-to-face conversational scenes are a Zieff specialty. At a camera-to-subject distance of four feet or so, Howard often works at the model's level, and he keeps up a steady stream of two-way conversational chatter. The sun was almost directly behind Teddy. A careful check of the exposure with an incident-light exposure meter indicated a reading of 1/2 sec. at f/4. Zieff balanced the Rolleiflex atop a portable radio for lack of a tripod, watched expression carefully. Teddy, relaxed on an elbow, continued the conversation. Zieff released the shutter when Teddy attained the expression he liked.

The photograph, top left, was made in New York's Central Park—in the zoo cafeteria to be exact. The watermelon is a prop. obtainable on the menu.

"The model was in shade, but backlit," remarked Zieff. "The background, if sharp, would have been confusing. The umbrella in the background was the only prop that was moved. It was placed for additional background color. Since the only available illumination was backlighting, I used open magazines propped up on either side of the camera as reflectors. The metered exposure was f/5.6 at 1/25."

## Edible props help

The pose? Give a girl a piece of watermelon or similar edible prop, and little direction will be needed. Such props are particularly successful with models who are camera-shy since their attention is often turned from the camera to the watermelon or what-have-you-to-eat at hand.

The girl is cute and obviously posed in the picture, bottom left. But how about the figure of the bather in the distance? If you hold your finger over that part of the picture, you'll realize how much it contributes to the picture's effectiveness. Zieff posed him deliberately (as we've said, he is always conscious of his backgrounds, eliminating or adding to them whenever necessary).

"Yes, Teddy is posed, but I've tried to pose her in an easy and relaxed manner. I was trying to show off the hat, so it's really a lucky coincidence how well it separates her head from the wooden structure above." Exposure in the bright shade was 1/25 sec. at f/5.6.

#### Know your model

Zieff is also known for pictures of models with wild, zany expressions. But not all models are capable of making them. The photograph of Teddy and another model, bottom right, was not made actually on assignment but at a beach picnic a few years ago—"just for fun." When asked how he achieves a particular pose or expression, Zieff will often answer, "Oh, just fooling around." Yet it's really by observing models such as Teddy in unguarded moments, and either shooting the picture then or carefully tabulating each expression in his memory for possible use at some later time, that Zieff has gained his reputation. Posing really isn't posing if you let the model be herself.—THE END

# SHOOTING WITH THE NEW POLAROID FILM



HERE'S THE RESULT of bringing together a talented young photographer, a Polaroid Land camera, and some Polaroid Professional Pan film, Type 43. Ever since Modern made the first announcement of this remarkable new material (May, 1955), the editors have been running a continuing test on it. And we had our troubles. Much of the film which was used came from experimental and pilot runs—there were six in a roll instead of eight; some developer pods were left out, producing fine blanks; some rolls were put together backwards. None of this film was ever marketed, of course.

Nevertheless, out of this assortment of headaches some superb photographs appeared from time to time. Now the Polaroid Corp. is delivering production quality Type 43, and it is living up to the promise of the good prints made from pilot run films.

Type 43 is coated on an acetate film base, is panchro-

matic, and has an exposure index of 200 in daylight. It is capable of producing rich blacks, pure whites, and a wide and delicate range of in-between tones.

Harold Feinstein, who took these pictures, was enthusiastic about the results, but he recorded a number of problems. Every time he photographed someone, he had to make another right away to give to his subject, and then one for his subject's companion, so his film consumption went up at an alarming rate. Working outdoors on a windy day he was hard put to get the prints coated before the dust and bugs got to them. Being a 35mm man from 'way back he felt some constraint at first at being limited to a picture a minute. But he found that this sharpened his shooting eye and he began to make every shot count. Feinstein's final verdict: "If you're willing to come to terms with this camera it can do great work with the new film."—J. W.





wide range of tones in park scene is easily handled by the Type 43 film. Notice that detail is visible in the shaded bricks near tunnel's mouth, as well as in the highlights. Exposure was 1/100 sec., f/16.

**DIM LIGHT** on absorbed elderly reader forced Feinstein to open the Pathfinder's Reptar lens to f/4.5, expose for 1/10 sec. Newspaper reflected some light into eyes, providing detail behind glasses.



DIFFUSED BRIGHTNESS produced excellent family portrait. This film is not "flat" despite its ability to handle wide range subjects. Highlights and dark areas here show plenty of snap, even though light was soft.

# Rainy day lighting problems? TRY ONE FLOOD!

BE GLAD IT'S POURING. Wet weather puts even jetpropelled kids on the spot—keeps them confined in the house where you can easily reach them with your camera. All you need is a No. 2 reflector flood to boost daylight illumination. Aim your flood at the ceiling (or a wall) so light is reflected or "bounced" back over a fairly large area. A wall is best if your ceiling is higher than normal or isn't light-colored. When properly placed the light should supplement window illumination, soften shadows, and permit you to wander quietly around.

You know your kids best—where they like to play, how much they roam around. So figure out lighting possibilities and exposure beforehand. When your subjects

seem to be in and out of two rooms almost simultaneously, just set up another flood in the second room. Half the battle's won by following a few simple rules: whenever children are in the room, leave the lights alone and concentrate on shooting. Be unobtrusive. See what happens naturally, then try to catch as much of it as you can. Never ask children to pose, or tell them to move to a more favorable shooting position. On the technical side, you can increase your picture-taking scope by using a high speed film such as Eastman Kodak's Tri-X or Ilford HP3. These will permit you to shoot at speeds of 1/50 and 1/100 to catch action, the way the photographer did in these pictures.—CORA WRIGHT.



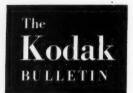


Left. Why do you get a natural light effect here as well as in the other two pictures? Because bounce light isn't strong enough to overbalance main illumination coming from windows. The extra light allows you to shoot without deep shadows, at reasonable shutter speeds. Exposure: 1/100 at f/3.5 with Nikon camera, Kodak Tri-X film. Light was bounced off ceiling.

Opposite page. For natural pictures like this one, resist all temptation to fuss with the light or direct your subjects. Just keep your camera set, and be ready to shoot quickly and quietly. Light here was bounced off ceiling. Rolleiflex, 1/50, f/4, Kodak Tri-X film.

Below. Windowlight may be lifeless on a rainy day, especially if your subject isn't close to the window. That's the time to add sparkle to your shot by bouncing light from a No. 2 reflector flood off the ceiling (as for this picture) or off a wall. Exposure: 1/50 second, at f/4, Rolleiflex, Kodak's Tri-X film.





# Rhubarb Paper &

—and how to process Kodak Ektachrome Film in the kitchen dishpan...how to fit a camera to your personality...a new sport-shooting eye for your Kodak Chevron Camera...ruddy prints for Christmas cheerios... what "Kodak Ektar" really means ... learning more about filters... and our \$3300 f/0.75 lens.

#### Sporty camera

One of the big advantages of the Kodak Chevron Camera is that it is an eye-level roll-film camera. Wherever there is fast action, or you want to take a quick shot, you'll find it as handy and convenient as a 35mm miniature camera.

To make it even handier, we've recently come out with a sports-finder kit for the Chevron. It comes complete with a clip which is attached to the top of the camera, has slip-over acetate masks for both front and rear frames to be used when the camera is equipped with the Kodak 828 Adapter.

The Kodak Chevron Sports Finder Kit is \$12. The Kodak Chevron Camera with a Kodak Ektar Lens f/3.5, Lumenized, 1/800 shutter, ball-bearing lens mount, highly accurate coupled range-finder, is \$198.50 at your Kodak dealer's.

**Personality** 

A man wears clothes he thinks make him look like he'd like to be. He buys a car that he feels reflects his personality.

We think it's the same with a camera. A man carries a camera that's much like he is. Only natural. An active, outdoor man wants a camera that takes 2½ x 2½ negatives, has a fast shutter that can stop action at 1/800 second, a camera with an eye-level viewfinder so he can pick it up and shoot in a hurry, a rugged and ready piece of fine equipment.\*

Or take the man who values compact, precision instruments, one who wants a camera with an ultra-fast lens, a 1/500 second shutter. He wants to be able to build a complete system of photography around his camera; interchangeable lenses, highly accurate close-up attachments, a microscope adapter, sports finders and all. He wants a host of refinements like a built-in light meter, self-timer, thumb-lever film advance, diaphragm-shutter interlock, and light-value settings. He's a meticulous craftsman, a lover of the best in fine instrumentation.\*\*

Then, there's the man to whom the quality of his 35mm color transparencies is of utmost importance. He wants a precision miniature. He may want only one lens, but as *fine* a lens as is available. He wants a rangefinder with military accuracy that makes every shot right on the

button. He appreciates the importance of a ball-bearing lens mount and die-cast aluminum body. And he wants a *modest* price.\*\*\*

Next time you're at your Kodak dealer's, look over the line of Kodak fine cameras. Try matching your personality and picture-taking ambitions to one of them. You may find something you've been missing; you may find you've been missing something mighty good.

\*The Kodak Chevron Camera, \$198.50



\*\*The Kodak Retina IIIc Camera, \$190.00



\*\*\* The Kodak Signet 35 Camera.



# On being different

\$75.00

Noodling around for a new idea in photographic Christmas cards? O.K., try this: For warmer-tone papers, print twice

the normal exposure, develop normally, tone in Kodak Sepia Toner and wash thoroughly. Then tone in Kodak Blue Toner for about 30 minutes at 90 F. (For colder-tone papers, increase the exposure by only about 20 percent.) This will give you a nice reddish tone, real Christmasy. Works especially well on Kodabromide and Kodak Azo Papers. Your Kodak dealer has all the materials. He also has a new 35¢ Kodak booklet, "Ideas for Photo Christmas Cards."

## Filter exploring

You probably have the basic filters for black-and-white photography. Do you get full value from them? Most filter owners don't.

For instance. Some day you may come face to face with the problem of picturing a beautiful piece of mahogany or redwood furniture. (Don't ask us when or why; but these things happen to people whose friends know they are serious photographers.) The proper filter will snap out the grain, make a better picture. Which filter? Your Kodak Wratten A, with a good pan film such as Kodak Tri-X.

Or maybe the problem is to copy a red-ink signature so it comes out black ... heighten or subdue the contrasts in a green-and-orange plaid fabric ... build up the contrast of a small boy's freckles ... or suppress the freckles on a pretty girl's nose. Your basic set of Wratten filters—the K2, G, A, X1, and maybe a few others—will help you manipulate the colors every which way, once you know how.

How do you find the answers? Easy. Study the 35-cent Kodak Data Book, "Filters and Pola-Screens." Then put its suggestions to the test, and see for yourself. You'll be a filter expert in no time at all.

# Ektar explained

We get a steady flow of questions on Kodak Ektar Lenses. "What does 'Ektar' mean, anyhow?" "Can I get an Ektar lens for my camera?" "What's so good about an Ektar lens?" And so on.

We usually answer these questions this way: The name "Ektar" is a quality

# Color Hassles

designation, not the name of a particular type of lens or lens formula. When a lens is as fine as we can make it for its intended use, then we call it an "Ektar." A Kodak Enlarging Ektar Lens is quite a different thing from a Kodak Commercial Ektar Lens, but they all have some things in common. They all meet the highest standards of definition, edge-to-edge sharpness, color correction. They produce unmatched flatness of field. They are Lumenized at every glass-air surface, the rims are blackened, mounts



are baffled, flanges beveled, lens hoods corrugated, and so on. And rare-element glasses are used wherever they contribute to finer optical quality.

For your view or press camera you can get Kodak Ektar Lenses mounted in shutters from 101mm f/4.5 in a Kodak Synchro Rapid 800 Shutter for \$98.50 to a 12-inch f/4.5 in an Ilex Universal Synchro Shutter for \$295. Or you can get Kodak Wide Field Ektar Lenses, f/6.3, from 80mm to 250mm. Or you can get Kodak Commercial Ektar Lenses, f/6.3, from an 8½-inch to a 14-inch.

For your enlarger, you can get a 2, 3 or 4-inch Kodak Enlarging Ektar Lens, f/4.5, for \$52.50, \$57.50, and \$62.50 respectively.

For your 16mm movie camera you can get Kodak Cine Ektar Lenses from a 15mm f/2.5 wide-angle for \$98 to a 152mm f/4 telephoto for \$150.

You can get a Kodak Fluro Ektar Lens, f/0.75,\* to take pictures of fluoroscopic screens for \$3300. And there are others for all sorts of special scientific and technical applications.

\*That's right, "f|zero point seven five."

## Showed 'em. in color

We ought to tell you about Rex Hendren. Rex is a member of the Spencerport, N. Y. Camera Club, and a 35mm man. As soon as the new high speed Kodak Ektachrome Film came out, he tried some. Processed it himself. Turned into an enthusiast. Tried to promote it to all his friends. "Easy," he said; "no trouble at all." "Don't give us that stuff," they said; "you've got to have a lab, it takes all night, you need air conditioning and temperature controls and such." "You're crazy," Rex said; "I process it in the kitchen; all I use is a dishpan of 75-degree water to stand the



solution jars and tank in; it's a cinch!"

Nobody would believe him. Finally he got mad. His club meets in the basement of a Spencerport church. When members walked in for the next meeting, here was a camera, photofloods, and Hendren. He snapped a roll of pictures ... put on a processing demonstration in the church kitchen ... force-dried the films ... had full-color transparencies on the screen before the meeting was over ... and four new members signed up for the color section of the club that same evening.

The moral is that you can process Ektachrome film, and get full-color transparencies, with no more time and steps than it normally takes to process black-and-white films and make prints. Try a couple of rolls of E135 or E828,\* with a Process Kit E-2, and see for yourself. You'll feel wonderful.

\*Also now in E620 and E120.

#### Rhubarb paper

A friend of ours once tried making paper from rhubarb pulp. It turned out to be a pretty rose color with an interesting texture, and that gave him an idea. Why not coat the paper with a photographic emulsion and make the most unusual prints anybody ever saw?

At the risk of dampening the enthusiasm of a budding young inventor, we showed him a movie we made called "Quality in Photographic Papers." When he saw the fluffy, white, chemically pure pulp that makes photographic paper the finest in the world, the precision testing required, the problems of emulsion coating, and all the other details, he decided that he'd better use his rhubarb for pie, not photographic paper.

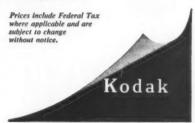
You can see why, too. To show the movie "Quality in Photographic Papers" to your camera club, fraternal or service group (it's 16mm sound and color), just send a note to our Camera Club & School Service. There's no rental charge, but please let us know who will see the film and who will assume the responsibility for its safe return.

While you're waiting for the movie to arrive, make a few prints on Kodak Medalist, Kodabromide, Mural, Opal, Illustrators' Special, or Ektalure Paper. Then you'll know firsthand what paper



quality means in fine prints. Your Kodak dealer can show you samples in just about every surface and contrast grade.

▶ Your photofinisher can process your Kodak Ektachrome Film when you're too busy. He can also mount your miniature Ektachrome transparencies in neat blue-bordered Kodak Ektachrome Ready-Mounts, ready for viewing or screening. Your 23 x 24mm stereo pairs, too.



EASTMAN KODAK COMPANY, Rochester 4, N. Y.

# Now! Project your 35mm slides this new amazing way!



# Revere 553/555

# 35MM AUTO-MAGAZINE SLIDE PROJECTORS

COMPLETE WITH CASE AND VIEWING SCREEN.

Now, Revere brings you new slide projection freedom and efficiency-at a popular price! So revolutionary in design and operation, the new Revere 553 or 555 makes ordinary slide projectors obsolete by comparison. Just insert the 36 slide magazine, snap on the switch and you're ready to show your favorite slides at their most brilliant, sharpest best. No protruding parts; nothing to assemble or attach. 16 outstanding features. See your Revere dealer for a demonstration today.

553-300 Watt illumination ...\$69.50

555-500 Watt illumination ... . \$79.50





"40"-8mm Magazine Camera. Budget priced! Drop-in loading; adjustable view-finder; WOLLENSAK f/2.5 Wocoted lens, tax incl. ..... \$99.50



"85" 8mm Projector. Long-life 500-watt lamp; 300 ft. reel; fast 1-inch f/1.6 coated lens; extra 17mm Wide Angle lens attach. With case....\$124.58



"36"-16mm Magazine Camera. Contemporary model. New objective view-finder. WOLLENSAK 1/2.5 Wocoted lens. Tax incl......\$139.50



"888"-35mm Robot Slide Projector. Shows 36 slides automatically, all by itself! F/3.5 5" WOLLEN-SAK Wocoted lens; 500-watt.... \$119.50



BUILT-IN POINTER

"T-1100"- Dual-Speed Tape Recorder. (3.75 and 7.5 speeds). High Fidelity "Balanced-Tone"; single knob control. Complete .... \$159.50



REVERE CAMERA COMPANY . CHICAGO 16, ILLINOIS

# Dr. Cinema says...

# Get your project ideas on paper before trying to put them in front of a camera

Serious movie makers get the urge, sooner or later, to stretch the horizons in front of their cameras. Movies around the home, vacation fun, and even junior can be pretty rough on non-members of the family. So, on to more ambitious things—the films that will capture and hold your audience. The road leads right to the project film where camera, film, and desire aren't enough. You need an idea.

#### Take a look around

Step outside the door of your house and into the community where there is a wealth of movie making ideas waiting for either the individual or club: Safety, sanitation, economic life, juvenile delinquency, and many other things lend themselves well to project-type movie making. Often enough, community leaders will cooperate in making it possible to get the footage you need to tell the story. It might be that your town needs more playgrounds or street signs. Interested groups could be enlisted to smooth the way to actual production.

Another angle is somewhat on the inspirational side: Find either an individual or an organized group with an interesting hobby. In 1951, I completed Blades and Sails, a documentary covering every phase of canoeing. Before the film started, I knew nothing about the sport. The film was a Ten Best winner in the American Cinema League International Contest that year. How do you produce a prize winner from scratch? Probably the most important factor is the pre-shooting planning that goes into the production.

Preparation can minimize chances for failure, save time, money and film. Let's assume you have an idea. You don't know much about the subject, but the possibilities are evident. The first task you face is learning enough to be able to tell other people about it. After that, the planning procedure can be broken down to eight steps:

- Write a straight narrative.
   Decide what is important and work out a shooting script.
- List every shot and cue it for long, medium, semi-closeup, or extreme closeup.
- 4. Make a sketch of scenes requiring several props or involved action.
- Make a list of every prop and location that will be needed. Tie them down to time and place.
- Determine how long each scene should run.
- 7. Check the footage against the nar-

rative to make sure the story is being told.

 Keep track of different shots of the same scene made simultaneously by two or more cameras. Maintain separate records for each one.

In addition to the planning that precedes shooting, it might be wise to rehearse the people who will take part in the film. Keep direction simple and to the point. Let your cast do the things they normally do in a normal way. Keep that relaxed feeling and make the film fun for everyone.

Jumping into a project or documentary-type film can be frightening. Just remember that if you find yourself truly interested in what you are doing, chances are that other people will be,

#### Sources for ideas

One way to get an idea is to take a look at other project films. Somewhere within another movie may be an idea that you can put to work.

The Amateur Movie Society of Bergen County, in New Jersey, made Why Should I Fear Cancer, in 1949, for the Bergen County Chapter of the American Cancer Society. The film, an important tool in public education, is still used by the Cancer Society for public showings on cancer detection. The film was also named in the Ten Best contest of the Amateur Cinema League.

Many large companies maintain film libraries available to clubs and other groups. In addition to telling you what you like yourself, the films can help you develop your critical judgment. Don't view them merely for entertainment, however. They can tell you a lot about story conception, continuity, technique, and lighting.

#### A good example

A film you might want to see is Pride of Workmanship, produced and distributed by the Ford Motor Co. It contains many ideas that the amateur can put to work. The story itself could serve as the format for any film dealing with a hobby. The movie traces the life of a family from the time the group first discovers a hobby to the point where rewards are reaped. Narration

goes smoothly from first to third person without making the viewer aware of the change—and without lip synchronization.

Pride of Workmanship is distributed through Ford film libraries at 16 E. 52nd Street, New York City; at 16,400 Michigan Avenue, Dearborn, Michigan; and at 1500 S. 26th Street, Richmond, California.

## Learn from the bad

Even bad examples of project or documentary films can be instructive. Watch for things to avoid; shabby openings, poor panning, lack of central theme, and loose story structure. Observing the technique employed in any film can't but help to enhance the amateur's own product. Often, by applying the material at hand, though it be limited, he can make up for the lack of sound, elaborate sets, or multilensed cameras.

In reality, the project film, whether undertaken by the individual or club, offers a wide, creative latitude. Idea sources are almost without number and cues on how to go about putting the ideas on film are many.

It might be best to keep the first project film simple—something that can be done within a short period. It could serve as a field project in discovery—putting ideas to work and at the same time learning from experience. The first film could be confined to within the frame of knowledge of at least one individual. Thus, by starting off with an understanding of the subject to be filmed, time could be devoted to other techniques.

Guest Dr. Cinema this month is Bill Messner, president of the Amateur Movie Society of Bergen County.



VIE SECTION

Modern Reports: Movie Makers Crash Available Light Barrier with Three...

# **GREAT NEW MOVIE**

THE MOVIE MAKER who unlimbers his camera in a blacked-out room and tells someone to light a match won't be kidding—if he's using one of the new lenses faster than f/1. That's right, faster than f/1. The lenses are the Japanese Nominar and French Angenieux, both 25mm f/0.95's.

Modern found them to be just this side of fantastic. The f/0.95's are four times faster than the standard f/1.9 25mm lens. But don't throw your regular lenses away just yet. The f/0.95's are superb when lighting conditions make movie making almost impossible. How-

WITH TECHNICAL ASSISTANCE BY ARNOLD KOTIS

ever, it must be remembered that they are special purpose lenses. Most movies are shot at much smaller openings than f/0.95.

Along with the f/0.95's is the Angenieux 10mm f/1.8 wide angle—and when we say wide we mean it. This is the baby for you when you get backed up against a wall and the widest-angle lens in your bag isn't wide enough.

The Angenieux f/1.8 wide angle has an angle of view of 54 degrees, compared with 34 degrees for the 17mm wide-angle lens. Optical bench tests proved the Angenieux wide angle to be as good or better than the 15

NOMINAR f/0.95 25mm

ANGENIEUX f/0.95 25mm

The Japanese Nominar and the French Angenieux f/0.95's herald a new era in available light photography for the amateur. The Angenieux 10mm f/1.8 wide angle has an

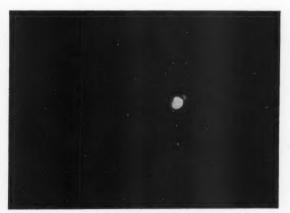
angle of view of approximately 54 degrees, presenting an invaluable tool in areas where movement is restricted. All three lenses mean greater latitude for the movie maker.

# LENSES!

and 171/2mm wide angles used as comparisons.

We gave all three lenses to Arnold Kotis, professional movie cameraman, who shot color and black-and-white under fairly difficult lighting conditions. When Kotis reported back he had that look that says, "I've seen it, but I don't believe it."

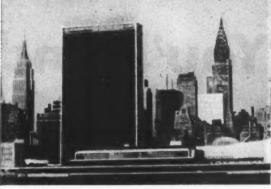
Running our own field tests to check the findings of Kotis and the laboratories, we used only a match for illumination, shooting at 16 frames per second with the camera loaded with Kodak Super-XX. The room was otherwise dark, (Continued on page 123)



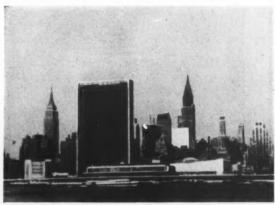
F/1.9: Using only a match for illumination, almost no image at all was recorded on Kodak Super-XX at 16 frames per second. Print was made from 16mm movie frame.



F/0.95: Model's features become easily discernible from light thrown by ordinary match. The f/0.95's made an impossible shot possible and without special processing.



NORMAL 25MM lens used for this shot gave an angle of view of approximately 25 degrees. Photographer shot from a narrow pier and could not step back to increase coverage.



AVERAGE 17MM wide angle lens gave an angle of view of approximately 34 degrees. It fell short of the area that had to be covered without panning the camera.



NEW ANGENIEUX 10mm f/1.8 wide angle gave an angle of view of approximately 54 degrees, almost doubling coverage of 17mm lens. Make sure lens shade is wide enough.

# You'll find your Super among Ansco's



They're all deluxe versions of Ansco cameras with proved popularity and performance

## THE NEW ANSCO SUPER SPEEDEX Only \$119.50

The Super Speedex will fulfill your fondest dreams of the perfect folding roll film camera.

- Automatic loading. Thread the film, close the camera, wind knob until it stops. No red window to watch, no extra rollers or complicated loading procedure to remem-
- · Lens-coupled rangefinder has wide base for easier, more accurate focusing.
- New-formula Agfa Solinar f3.5 four-element lens sets new standards of sharpness.
- Action-stopping 1/500-second M-X Syn-chro-Compur shutter for all types of flash.
- Makes 12 razor-sharp 21/4" x 21/4" pictures on 120 roll.

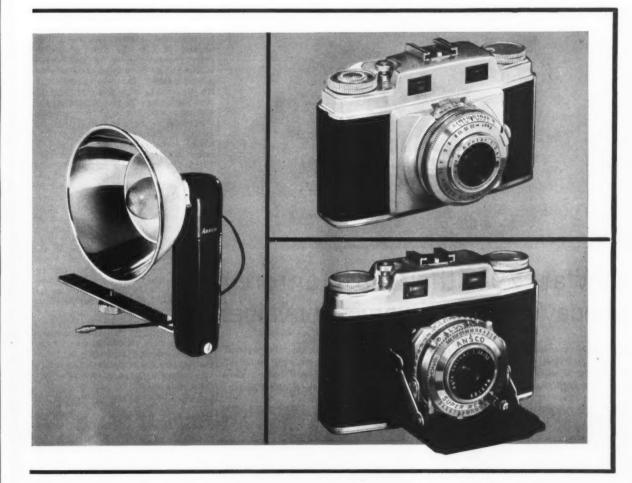
- Rim-set shutter and lens stay set-can't be changed accidentally.
- · Safety bed lock protects lens and shutter, makes closing camera impossible until lens is in correct position.
- · All adjustments easily seen from above.
- Satin chrome brightwork trim, with grained morocco leather cover.

#### **NEW! ANSCO UNIVERSAL FLASH** UNIT

For all cameras with 3mm European or standard A.S.A. flash connectors. Exclusive "hotspot" eliminator...all-metal bulb socket and ejector assembly . . . extension outlet. A superbly-designed and precision-made accessory for your camera.

Only \$7.95

# camera buy— "Super" cameras



## THE NEW ANSCO SUPER MEMAR

Sets a new high standard of quality and popularity in low-priced miniatures.

## Only \$69.50

- New—large, brilliant coupled rangefinderviewfinder combination.
- f3.5 Agfa Apotar hard-coated, color-corrected lens.
- 1 to 1/300-second Prontor SVS shutter, with full MXV synchronization for any type of flash.
- Thumb-lever rapid film advance. Also cocks shutter.
- Double exposure prevention.
- · Self timer.

**OCTOBER**, 1955

· Rugged all-metal construction.

# THE NEW ANSCO SUPER REGENT Only \$89.50

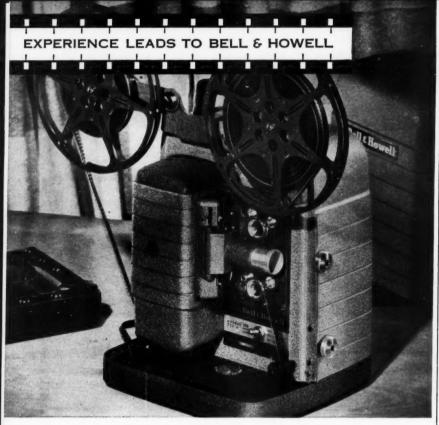
America's first miniature with automatic exposure compensating shutter.

- New Light Value System of lens stop openings, with cross-coupled shutter and diaphragm settings gives slide-rule exposure accuracy. Automatically adjusts diaphragm for each change in shutter speed.
- New-formula Agfa Solinar f3.5 hardcoated, color-corrected lens.
- Compur M-X-V synchronized shutter for all flash at all speeds to 1/500-second.
- Coupled rangefinder-viewfinder focuses entire lens (not just one or two elements) for greatest sharpness at all settings.
- Double exposure prevention.
- · Self timer.
- Precision all-metal construction.

BUY IT FROM YOUR PHOTO DEALER

# Ansco

A Division of General Aniline & Film Corporation
"From Research to Reality."



# Now at \$7995 the 253 Monterey is today's top movie projector value!

Here's good news for owners of 8mm cameras! The projector you've wanted—Bell & Howell's 253 Monterey—is now only \$79.95. Saves you \$20! The Monterey puts more

light on the screen than any other make of projector. It's built into a die-cast aluminum case. Ask your Bell & Howell dealer to show you the Monterey with the \$79.95 price tag!



THE 273 STATESMAN combines "most wanted" 16mm features—brilliant, 750-watt projection, easy operation, reverse and "stills," \$199.95.

HONORARY ACADEMY AWARD 1954
To Bell & Howell for 47 Years of Pioneering
Contributions to the Motion Picture Industry



THE 122 REGENT outshines all other 8mm projectors, regardless of lamp wattage. All gear drive—even in reel arms. Still picture clutch. With carrying case, \$179.95.

Bell & Howell

# new photo books

THE FAMILY OF MAN, 193 pages, profusely illustrated. Published for the Museum of Modern Art, New York, by the Maco Magazine Corp. Price \$1. Also, a deluxe \$10 edition published by Simon & Schuster.

The show is over, in New York at least, but its memory lingers on-to be criticised, lauded, discussed, and argued. Was it the greatest photographic exhibition of all time or an ethical theme cleverly sugar-coated as a photographic show-or both? Now the thousands who will not see the show, as well as the thousands that did. will have a memento of the exhibitwhich may or may not help settle these questions. Size no longer effects the visual sorcery as it did in the museum. All photographs are contained within the limits of a volume 8% x 11 inches. Gone are the clever threedimensional methods of display. The pictures must rest on a two-dimensional surface to be judged as most photographs are judged. Sitting at home, the photographic enthusiast can leaf through page by page and ponder nearly every photo appearing in the show-or nearly every one. Some pictures which were there when this reviewer visited the museum did not appear in the book, taking some of the sharpness from the original presentation.

Bound, The Family of Man presents its theme clearly. Perhaps it makes a better picture book than a photographic exhibit; it's easier to appreciate than a long, foot-wearing exhibition through mazes of museum corridors.

Now, you can assimilate each picture separately, examine it photographically, and judge its place in The Family of Man. But this, too, will be debated and argued. Layout, by Leo Lionni, Art Director of Fortune Magazine, is in the best tradition of clean magazine display. Reproduction is far better than anyone has a right to expect from a \$1 book. (There's also a \$10 bound edition even more richly printed.) Is The Family of Man the greatest photographic exhibition ever held? Buy the volume and be your own judge. But the book does belong in the library of anyone even remotely interested in photography.-H. K.

This and other books are available through MODERN PHOTOGRAPHY Book Store; see advertisement on page 109.



#### A TEACHER TELLS HOW

(Continued from page 80)

also use flash fill-in. But reflectors are easy to make out of large pieces of plywood covered with aluminum foil. For softer diffused fill-in the foil should be crinkled before being rubber cemented

to the plywood.

If you aren't sure of your lighting you may get pictures like the center one in the right hand column, page 81. What looked like backlighting before exposure turned out to be top lighting. The answer: a simple switch in the model's position to turn the sun into backlight. Then a reflector was used as the main face illumination to produce a 45-degree light. (See photograph bottom right,

And now some final tips, based on Brooks Institute instruction: develop negatives carefully so as not to block highlights and cause flat flesh tones. When using a reflector take the model into consideration-smooth aluminum foil may blind the subject with glare when the sun is strong. Finally, watch your backgrounds. Try to use them to help set the mood by line, form or tonality, Keep them subordinate as in the picture shown bottom right, page 81, or they may fight for importance with your model.—THE END.

# **Filming for Fun Fiesta** Planned for Bay Area

The Filming for Fun Fiesta, sponsored by the Northern California Council of Amateur Movie Clubs, is scheduled for October 22 and 23, Fairmont Hotel, San Francisco.

Practically every phase of movie making will be covered by means of lectures, demonstrations, and slides and films. Outstanding experts will conduct

the various sessions.

Highlighting the banquet, Saturday evening, October 22, will be The Fall of the House of Usher, by Sal and Nadine Pizzo, and San Francisco, in Filmorama, by Tullio Pelligrini.

The Northern California Council was founded several years ago, and it is now composed of 12 active clubs in the San Francisco Bay area.

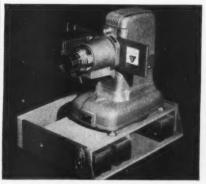
1954 Index now available. We have just received the new index covering all articles published in MODERN from January through December, 1954, indexed according to subject, author and title. We do not expect them to last long. You can get yours by sending 50 cents to MODERN PHOTOGRAPHY, 33 West 60th St., New York 23, N. Y.



# New TDC Headliner 303 at \$5450 is today's top slide projector value!

The Headliner 303, a new case-mounted model by TDC, offers the "most projector" for an amazing price-\$54.50 with Selectron changer! You can carry six Selectrays in the

base of the handsome, scuff-proof case-safe storage for 180 slides. Positive tilt action. Die-cast aluminum body. Improved cooling for 300-watt lamp. Coated 4-inch f/3.5 lens.





New Airflow-Case Models with Exclusive Wind Tunnel Cooling

TDC DELUXE MODEL D's Wind Tunnel Cooling ends focus adjustment between slides. High-speed air travel through cooling channel prevents film "popping." \$74.75. TDC STREAMLINER 500, is mounted in self-contained Airflow case. Wind Tunnel Cooling brings extra cooling to its 500-watt lamp, optics and your valuable slides. \$79.75.

TDC division of Bell

# WINNER OF THE COVETED BALLARD TROPHY



This charming Ikoflex picture, taken by John Barras Walker, AIBP, ARPS, won the Ballard Trophy for the best animal shot submitted from all Canada in the Eighth National Print Show of the Commercial and Press Photographers' Association of Canada.



# IKOFLEX

Pictures taken with the Ikoflex speak eloquently for this fine  $2\frac{1}{4} \times 2\frac{1}{4}$ " twin-lens reflex.

Ikoflex has everything you need for fast, accurate shooting. And the superior quality of its famed Zeiss Tessar taking lens and other optical parts assures splendid results in color or black-and-white.

The Extrabrite focusing screen is remarkably brilliant—a great aid in achieving pin-point focusing, particularly in poor light. A 4x magnifier and direct sports finder are incorporated in the focusing hood. And an accessory Prismatic Finder permits sighting on ground glass at eye-level—shows image right-side-up and unreversed.

Model II-a has automatic shutter-cocking film transport and the Zeiss Tessar f/3.5 lens in Synchro Compur shutter with speeds to 1/500. \$126. Case extra. Model I-a has Prontor SV shutter with speeds to 1/300 and Zeiss Tessar f/3.5 lens. \$96. Case extra.

See Ikoflex I-a and II-a at leading dealers. Write for literature.

CARL ZEISS, INC., 485 Fifth Avenue, New York 17, N. Y.

MADE IN WEST GERMANY

KOFLEX

# YES, You too can take photos of your children

# AS CHARMING... AS PROFESSIONAL AS THIS ONE!

Unique new home-study course—by Josef Schneider, America's No. 1 child photographer—teaches you, step by step, how to capture the many winning expressions of a child . . . take pictures your family and friends will rave about.

You can learn how to take photographs of your children that will be gay and brilliant, with the sure-fire professional touch that reveals a child's character, moods and emotions. True-life pictures that record growth and development from baby-hood on.

How can you learn? Through Josef Schneider's new Child Photography Course, the only one of its kind in the world. Schneider has been taking pictures of children for 20 years. Blazing his own trail, he won success by trial and error. Today some of his pictures bring as much as \$1500 for advertising purposes. His secrets can now be yours for study and practice at home.

YOU WILL BE FASCINATED, for example, with his unusual and effective ways of entertaining, managing and controlling children, tricks he developed as a child psychologist in New York City. The penny-in-the-sock trick, the teaspoon stunt, many others, using common articles found in the home to arouse attention, enliven expressions. Then of course there are easy-to-follow photographic techniques, such as proper lighting, essential for good photography. No experience, no knowledge of darkroom work, no costly equipment needed.



You get personal criticisms of the prints you send in after finishing each lesson.

For a family with children, this is THE hobby! Ten easy lessons tell all about it. There are hundreds of illustrations. You learn what to avoid, and what to do to get the right results. There is also a section on how to make your hobby pay off in added income.

GET THE FACTS about this first course of its kind. Send for FREE catalog. Also enclose your best child photo for FREE analysis. Make a name for yourself as a photographer of children. Fill in the coupon and mail TODAY.

THE ACADEMY OF PRACTICAL PHOTOGRAPHY, INC. 119 West 57th Street, New York 19, N. Y.

## FEATURES THAT CAN'T BE MATCHED ANYWHERE!

- 10 lessons in 3 sturdy binders. Large pages, Profusely illustrated with photos and how-to-do-it sketches. Beautiful permanent reference library.
- 5 double-page Pop-Up Guides in three dimensions and full color.
   Show exactly how to place child, camera, lights, background.
- "Pete, the Photographic Practice Doll." Provides life-size model for preliminary practice.
- Handsome Diploma. Tells the world you have been trained in child photography by the top man in the field.
- And many other features. All fully explained in free catalog.
   Send for your copy today.



ATTACH PHOTO HERE FOR ...

# FREE

## INDIVIDUAL CRITICISM

Send the best portrait YOU have taken of a child. Josef Schneider will give it a free critical analysis. It might well be your first step toward a bigger income, an exciting career!

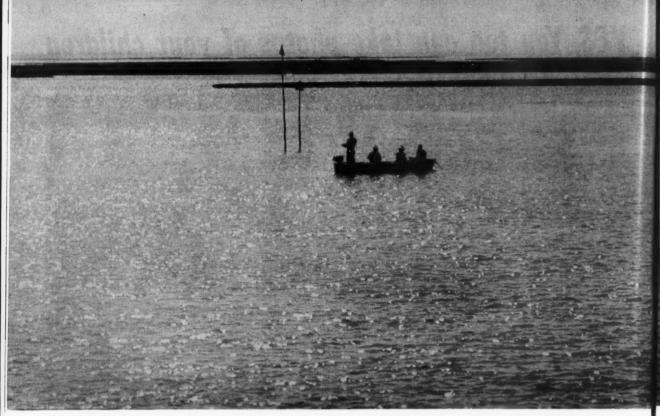
THE ACADEMY OF PRACTICAL PHOTOGRAPHY, INC.
Dept. MP-1, 119 W. 57th Street, Suite 1402, New York 19, N. Y.

- I enclose photo for free individual criticism. I understand I am under no obligation and that my photo will be returned with criticism. Also send free catalog.
- Send free catalog describing how Child Photography
  Course can increase my earnings.

Name......Age......

Address.....

City......State.....



\$25 FIRST PRIZE. Wide horizon, limited picture components and blacklight give drama to late afternoon fishing scene. Allan Turoff, New York, N. Y., used a Canon, Plus-X, gave exposure of f/6.3 and 1/100 sec.

# "I tried it myself"



THIRD PRIZE \$10. Does distortion always bother you? Here, foreshortened hand gives picture an illusion of depth. Carol Safer, St. Paul, Minn., used a Rolleiflex, Super-XX, f/5.6 and 1/50 in available light.

LET LINES set off your subject's face. Used judiciously, straight or curved lines may serve a useful purpose in portraits. At the *left*, a curved strut is a simple but effective device that breaks up a large white area (caused by daylight coming through the dome of a train's observation car), and forces the viewer's attention to one spot: the boy's face. Directly at the *right*, the photographer was able to include several interesting straight lines by shooting from an extremely low angle. However, by being slightly out of focus they are not a jarring element and do not distract from the pianist.

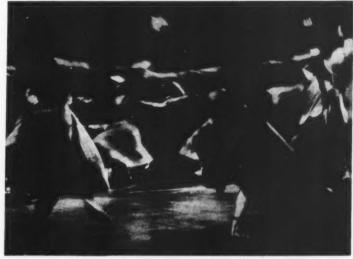
"I Tried It Myself" is a monthly contest for black-and-white prints. Anyone may submit any number of pictures, but they should be 4x5 or larger. Your name, address and all technical data must appear on the back of each print. Please enclose a stamped (first class postage), self-addressed envelope if you want us to return prints we cannot use. All entries are considered for use elsewhere in the magazine. Send them to the Columns Editor, MODERN PHOTOGRAPHY, 33 W. 60, New York 23, N. Y.

# MODERN PHOTOGRAPHY'S MONTHLY CONTEST FIRST PRIZE \$25 SECOND PRIZE \$15 THIRD PRIZES \$10



SECOND PRIZE \$15. If each part of the picture is essential, foreground to background should be sharp. Lew Tilley, Colorado Springs, Colo., Leica, f/5.6, 1/30.





THIRD PRIZE \$10. Minimum illumination can let you get a surprising,  $\triangle$  almost "mobile" pattern of light and shadow. Nat Finklestein, Brooklyn, N. Y., used 50mm Nikon lens on Leica, f/1.4, 1/20 sec.

THIRD PRIZE \$10. An unusual angle; an unposed portrait. E. Wardwell Stone, Deerfield, Mass., simulated "front-row" point of view. He used an Ikoflex la, f/3.5 and 1/25 sec. Plus-X film was developed in Harvey's 

⟨ Panthermic 777; print was made on Varigam.





Whatever enlarger you own
— or plan to buy —

# an Elgeet COLORSTIGMAT ENLARGING LENS improves performance where it counts — in the print!

Precision-engineering increases performance seven critical ways: higher resolution, high light transmission, superb color correction, distortion-free design, flatness of field, convenient clickstop settings and hard coating.

The final proof of Elgeet's superior performance is the increasing number of fine enlarger manufacturers using Elgeet lenses as standard equipment.

When you buy an enlarger - or want to bring your present model up to date, look for

# Elgeet COLORSTIGMAT enlarging lenses Six sizes: from 50mm (2") f:4.5 to 254mm (10") f:4.5



write for free, illustrated folder!

Elgeet Optical Co., Inc.

832 Smith St., Rochester, N. Y.

# the Camera Clubs

by MABEL SCACHERI

How can you make your club grow? Here's sound advice from five different clubs on attracting and holding new members.

What a lot of kind, interesting readers I have, and how I do thank them for practically writing this column for me! Not that I am any lazier than usual in deciding to give you some quotes from lively letters. I just think it will be a good idea to offer you opinions and suggestions from somebody besides me.

The tidings come from widely scattered places: Toronto, Canada; Amarillo, Texas; Salem, Ohio; Teaneck, New Jersey; and Arlington, Massachusetts. Let's start with Amarillo, a spot simply packed with wonderful photographic subject matter, where Chet Szalkowski reports on right and wrong ways to obtain new club members "Amarillo," he says, "is a city of some 84,000 people and has two camera clubs. One operates the wrong way and has a small membership. The other club of live wires has raised its membership in four years from 14 to 574."

#### A set of do's and don'ts

Here is one wrong way to go about enticing a prospective member, according to Mr. Szalkowski.

"Say, old boy, why don't you drop in at our next meeting, swell bunch of fellows, you'll have a chance to see how we do things," burbles the club member eagerly.

"Well, I'd like to see your club. When does it meet?" asks the prospect.

"Oh, we get together every second Friday down at the park," replies the club member. "Next meeting we'll have a big session on triple-toning semitoned toneless prints. Joe read a book on it and thinks it's hot stuff, but we'll straighten him out."

So of course the prospective member avoids this meeting frantically. Besides, he has no card or memo to remind him of date and meeting place.

Another wrong approach is to tell the prospect all about the stiff competition in your club, the super-duper abilities of the various members, until the guy decides that is no place for an amateur amateur. Wrong System Number Three consists of a dog-eared sign tucked away in an obscure corner of a camera shop, inviting new members. If the prospective member happens to see the sign and asks a clerk about it, well, it all depends on whether the club members trade in that store

or in the one around the corner. No plugs for that club from the clerk if the business goes around the corner!

Now for an intelligently planned membership drive as outlined by Mr. Szalkowski.

"See to it that every member takes part in the drive," he urges. "Give every prospective member a copy of the club's constitution, a list of the club's activities for the past year and of those planned for the coming season, and a distinctive card, about 5 x 7 inches, giving the name of the club, meeting place and dates, names and addresses of club officers, and space for the prospect's name and the name of the member who invited him to join the club. Have available a portfolio of 8 x 10 prints by members, giving kind of camera used in a memo on the back.

'Now, how do you get a list of prospects? Through personal knowledge and tips from friends and camera stores. Then the committee phones a prospect, tells him they have learned of his interest in photography and they would like to have him visit their club. When would it be convenient for one of the members to drop by his house and tell him about the club? Of course you spring the portfolio on him during that visit. If he is married, invite his wife to visit the club too, and show her the portfolio. If he shows interest, give him a card inviting him to the next meeting and tell him to present it at the door. If he does not show up, check by phone and find out why not. Perhaps he has no car, and the weather was bad. Offer him a lift by the club member living nearest him, for the following meeting."

In other words, do a job of salesmanship. And thank you, Mr. Szalkowski. Mr. S. got so wise on selling because he has managed a camera store, and I'll bet it was a big success.

#### Advice from up north

Now spread your wings and we'll fly to Toronto, Canada, where the Toronto Camera Club had a bad jolt last fall. They had to move out of quarters they had occupied for 52 years! But it turned out to be a blessing in disguise. They made a favorable arrangement with the North Toronto Y.M. and Y.W.C.A., which has a fine new building with darkrooms and meeting rooms, all available at a lower cost than the members had been paying in their old home.

For their first meeting in the new (Continued on page 108)



# (1)

 Interchangeable Lenses
 New Light Value Scale Self Timer • Fully Synchronized • Rapid Wind
Film Lever • De Luxe Case

6950 Plus your old Retina IIA



# NEW CONTAX IIIA & IIA

• Fully MX Flash Synchronized • Takes all bulbs & strobe • Standard Flash Posts—needs no special

6950

for New IIIA old IIA for New IIIA\*



Weste-Weste-Weste-

SAVE-A-BUCK DEPT.

32.50 + vour 3.5 Tessar

# NEW AUTOMATIC ROLLEIFLEX

e New Light Value System e Automatic Exposure Selection e Extra Large Focus-ing Knob e Intentional Double Exposure Device.

866.00

PLUS your old Rolleiflex MX



# CONTAFLEX II

Built-in Exposure Meter a New light value system a Automatic present fa.8 Tessar lens a Rangefinder-c 1-1/500 sec MX Synct time: 3.4/500 sec MX Synct time: 5.4/500 sec MX Synct time: 5.4/500 sec MX Synct time: 5.4/500 sec



\$99.50 New CONTAFLEX TELEPHOTO LENS • 1.7 X Teleskop Lens • Six Elements • f5.6 • Fits in front of regular lens of Contaffex I or II with carrier to attach to Camera \$110.00

Rapid Film Transport • 1-1/1000 sec.
• Synch for strobe & bulbs • Single Window Range & Viewfinder Luminous focusing
• Life size finder

69.50

your CONTAX IIA body for season with the season sea



# NEW LEICA IIIF 1955 - Built-in Self Timer e New Red dial Synchro Scale o Standard Speeds o Fully Syn-chronized

PLUS your \$49.50 old LEICA HIF\*



## 1955 FULLY AUTOMATIC 58mm 12 AUTOMATIC BIOTAR LENS

Converts your camera to full AUTOMATIC OPERATION!

859.50 and your Pre-set Biotar SPECIAL F2.8 AUTOMATIC TESSAR LENS \$44.50 AND YOUR PRE-SET TESSAR

The CAMERA TRADE-IN MART OF THE NATION

# UP TO

Limited Quantity! First Come, First Served!



BRAND NEW Regularly \$574.70

NOW 29850

Brand New Exakta VX\*
Pre-set Biotar Lens
Penta Priam Finder
Spilt-Image Rangefinder Insert
Extra Ground Glass Insert
Letter Ground Glass Insert
Extra Letter Ground Glass Insert
Letter Ground Glass
Letter Ground

#### BRAND NEW 1955

• Brand New 1955 EXA MX
• F2.8 Automatic Westenar Lens
• Spilt-Image Rangefinder Insert
• Extra Ground Glass Insert
• 38 mm Exa Wide Angle Lens
• 23 mm Exa Wide Angle Lens
• Ups
• Exa Extension Tuble Set for Closes
• Ups
• Exa B.C. Flashgun • Leather Case
• NOW 158-50

The Exa is the streamlined version of the famous Exakta Camera. The Exa accepts all Exakta lenses & accessories.



1955 AUTOMATIC

**AUTOMATIC** 

# PENTACON OUTFIT

Regular \$463.20

1953 Automatic Pentacon Somm f2 Automatic Westagen Lens Strobe & Bulb Synchronigation 100mm f4.5 Pentacon Telephota Lens 40mm f4.5 Wide Angle Lens 40mm f4.5 Wide Angle Lens Pentacon B.C. Flashgun Now 199<sup>50</sup> USED EXCELLENT CONDITION

BRAND NEW 1955 AUTOMATIC

**PRAKTIFLEX** FX OUTFIT

Brand New 1955 Automatic Praktiflex FX
50mm 12.6 Automatic Westenar Lens
Extra Prism Finder
100mm 14.5 Praktiflex Telephoto Lens
40mm 14.5 Praktiflex Wide Angle Lens
Praktiflex Extension Tube Set for Close-Ups
Leather Case o BC Flashgun

\$317.20 NOW \$168.50

#### SAVE \$150.00

Genuine Ihagee Penta Prism Finder
Genuine Ihages Rangefinder Insert
Extra Ground Glass Insert
Leather Case
Exakta Extension Tube Set
Sämm Exakta Wide Angle Lons
100mm Exakta Portrait Lens
100mm Exakta Portrait Lens

# "SHOP AND SWAP CAMERA CENTER"

WALL ST. CAMERA EXCH.
80 Wall St., New York 5M, N.Y.
Dept. M105
Phone:
Green
9-1537

☐ I WANT TO BUY. Rush best offer on.....

☐ I want to trade.\* Rush best offer for

Name .. .

Address State
City/Town Send Copy of Wall St. Cam. News Free! All our merchandise fully guaranteed 1 year. 10 day return privilege. ..............

Vo if

Tr.

es

ve of he nd

n.

7

b. he

ce

ne in

of

nd k.

M=

ze.

ra

9

ed v

h.

of

ıd

111

at fe

ne

7e

ct

at k

r-

er

b

le

8-7-

3.

11 e lt.

f 2

g

e

0

e

d

r

-

N

# **IINRELIEVABLE VALUES**

#### MOVIE FILM 8mm & 16mm B&W Color Size 8mm 25' dbl. roll \$1.15 \$2.75 8mm 25' dbl. mag. 3.00 1.75 16mm 100' roll 2.75 7.40 16mm 100' roll COMMERCIAL KODA-CHROME \$5.00 (incl. Dev.) to be sent to Kodak

i 6mm 50' magazine

3 75

Processing included-With purchase of 6 rolls B&W of any size-ONE FREE.

# **BULK MOVIE FILM 8mm & 16mm**

1500' (30 50' rolls) \$11.50-16mm 50' rolls .45-8mm & 16mm 100' rolls .90 1350' (25' rolls) \$9.95-16 mm 400' rolls \$3.60 (this is a fine grain) PANCHROMATIC FILM
Processing not included

## 35mm COLOR FILM

Available in ANSCO TUNGSTEN 100'... \$22.00 AERO EKTACHROME-DAYLIGHT SPEED-100 ASA 20 exp. rolls, including proc.

\$1.50 a roll including processing 20 exp. rolls INDOOR ANSCO COLOR \$1.00 (3 for \$2.75) AERO EKTACHROME IN BULK-25 ft.

# AERO EKTACHROME CHEMICALS-11/2 gal....\$2.95 35mm BLACK & WHITE BULK

Available in WESTON 24-50-100

100' notched \$1.65 200' notched \$2.40 400' notched \$5.25 Available—35mm HIGH SPEED WESTON 150 Fastman Kodak 200' \$3.95-400' \$7.25-1000' \$16.95

## ROLL FILM

#127, 120, 620, 116, 616
Black & White 10 for \$1.95
120 & 620 color (ANSCO) 75¢ a roll
120 & 620 color (AERO EKTACHROME)
Weston 40 3 for \$2.85
35mm 20 exp. B&W
35mm 36 exp. B&W (TRI-X)49€
Minimum order 4 rolls

#### MOVIE FILM SPECIAL

100' 8mm double Packed on 4 Camera spools 25'	\$1.79
Processing—50c 25' double	4
Processing-100' 16mm (Bulk).	. \$1.50

#### ACCESSORIES

Airplane scenes KODAC	CH	11	R	0	N	1E	S	1	Ļ,	.00
VIEWMASTER DISCS,	٧	a	ri	0	us			6	1	for
8mm empty magazines										75
16mm empty magazines.										75
100' 16mm camera spool	S.									25

	seale					Fil		ner.	
1/4×20' 1/2×26' 1/2×56'	Super Super Super	XX XX XX	Tri	S	Pan		 		1.59 1.99

TYNAR MIDGET CAMERA with f6.3

CARTOONS, COMEDIES—Silent—\$7.50 per reel approx, 400' reel. Sound—\$10.00 FEATURES-Sound-\$12.50 per reel-approx. 400' SEND FOR CATALOG

# 16mm SOUND FEATURES and SHORTS.

CARTOONS & COMEDIES

Histour Films and Old Time Masterpleces such asHistour Films and Old Time Masterpleces such asHistour Films and Old Time Masterpleces such asHistour Charles Bow Casho (10mm; 100; mon 500;
Histour Films Bow Casho (10mm; 100; mon 500;
Histour Films Bow Casho (10mm; 100; mon 500;
Histour Films Martin Films (10mm; 10mm; 10m

## SPECIAL PRE-INVENTORY SALE Imm Silent Cartoons approx. 400'.

LIMITED TIME ONLY include postage with all orders CINEPIX, INC., 243 West 55 St., N. Y. 19, N. Y.

#### THE CAMERA CLURS

(Continued from page 106)

place they collected 20 prints and 30 slides, had judges score them ahead of time, invited guests, hung the prints and projected the slides. Then they gave everybody a score sheet and let them score the prints and slides to see who could come closest to the judges' verdict. During the print scoring, the members had a chance to chat with old friends and recount the happenings of their summer vacations. An excellent way to handle the inevitable yak-yak of the first meetings. Later various committee chairmen reported briefly on their plans for the coming year, an amateur movie was screened, and the social committee served sandwiches. cake and coffee. Of course it paid off in new memberships and payment of dues by old members. Thank you. Mr. C. W. Pugh of Toronto.

## Three clubs: lots of ideas

The Salem, Ohio Camera Club is very foxy about buttering up the wives of the members. A birthday party on their first anniversary, with a steak dinner at \$1.50 per plate-say, tell me more about Salem!—and later a picnic for members, wives, and children, with demonstration of using light colored boards to reflect light for outdoor pictures.

This club thinks it does things all wrong because it has programs on black-and-white pix, color, movies, and stereo. Any club which started with 25 members, ended the year with 56, in a town of about 13,000 people, can't be so far wrong, let me tell you, Mr. C. H. Juergens, publicity director.

Bill Messner of Teaneck, N. J., reports on the doings of the Amateur Movie Society of Bergen County, N. J.

"When contests are conducted, advanced members do not enter," he says, "but instead, they encourage beginners to submit films, help them get started, act as judges, and comment on just why they awarded the various ratings. Advanced members compete only in national contests.

"At each meeting we have a question-and-answer period, and no question is left unanswered, or treated as unimportant or ridiculous. If the question cannot be answered from the floor, a member is assigned to search out the answer and report at the next meeting. Reports are made on new products and manufacturers are invited to give demonstrations."

Invitation cards are printed up by the Powder House Camera Club of Arlington, Mass., giving the club name, inviting "you to attend the next meeting." Place, date and hour are given, and a space is left in the center of the card to write in, or stamp in, the subject of the particular "next meeting." A newspaper photographer will speak on such-and-such a date, another evening is model night, another has a talk on filters, another is auction night. All excellent ideas!-THE END.





NOW

Flash-Mate is the essential companion to every flash cameraeven popular priced outfits. Doubles as range finder.

For perfect FLASH PICTURES every time! Shipped Pre-Paid-Send Check or Money Order for \$14.95-COD's Accepted

NORWOOD FLASHCRAFT - Dept.M 3018 EAST FOOTHILL BLVD. PASADENA & CALIF.

# Modern PHOTOGRAPHY'S Book Store

After a careful examination of current photographic books, Modern Photography recommends the following. If you want a title that is not shown, query us. Chances are we can get you any in-print title you wish.

534 Sensitometry by Lobel and Dubois Sensitometry by Lobel and Dubois
Two leading emulsion scientists explain the
fundamentals, discuss the meaning of graphs,
curves, and data sheets on film, plates and
paper. Where industrial or other applied photography is done, the testing of photo materials makes this a must. An authorities
Focal Press Book.



**Bell and Howell Movie** Guide by K. S. Tydings

Home Movie Scripts, 236 edited by Provisor Most can be filmed on 50 ft. of 8mm or 100 ft. of 16mm. 44 ready made scripts. Big help to ambitious home movie

57 Printing With Varigam by M. Marx Explains difference between Varigam and other papers, how it works, and all procedures from simplest to the most complex. Has a complete chapter on toning. \$1.95

114 Candid Wedding Photography by Henry Lefevbre A former newspaper photographer made a success at this specialty, and tells how. \$4.00

200 Photo Oil Coloring For Fun And Profit

Proht
Lucille Marshall has just revised and enlarged her popular "bible" on this subject.
Widely acclaimed as the only really comprehensive "how to", by its foremost authority.



# **Copying Technique**

by G. B. Wright

Complete directions for copy-ing all kinds of originals, from blueprints to paintings. Characteristics of films for various purposes, how to light and figure exposures. The only complete source which answers all your ques-

658 35mm Photography With A Praktiflex by R. H. Bombach
A camera with a remarkable range is given
a thorough analysis by one of the best known
specialists in this type of work.
\$3.00

112 Three Dimensional Projection by E. E. Krause

New stereo projection techniques, covered in step by step form with 3D illustrations. \$1.95 46 ACL Movie Book

A guide to making better movies, published by Amateur Cinema League. Every owner of a movie camera will want the expert advice given in this book. Reduced to \$3.00 66 Contaffex Guide, by W. D. Emanuel

98 Exposure Meter Guide by C. M. Coles electrical and lighting engineer discusses all instruments, how to use them, uses of incident and reflected light meters, and how to cope with unusual lighting problems. \$1.95

Child Photography-The Modern Wayby Joseph Schneider. by Joseph Schneider, one of the country's leading child photographers. Tells and shows in 208 pages and 275 fillustrations and diagrams, all the tricks that get best pictures of little folks—tots to 'teen-agers. Gives priceless information on most effective use of flood, flash and feetive use of flood, flash and color. All one needs to know to take really fine pictures of children.



217 The Retina Way by O. R. Croy
Another good Focal Press treatment of this
popular camera. Helpful to even the most
knowing Retina user.

10 Figure Studies by Fritz Henle Unquestionable masterpieces magnificently reproduced, by one of America's best known photographers of the human form. With an introduction by Jacqueline Judge. \$3.95 Model Art



A collection of fine figure studies by Leaf, Samerjan, Bernard, etc., carefully selected to illustrate the many techniques employed

\$1.50

167 Where and How to Sell Your Pictures A workaday bible for free lance photographers, including over 800 names, addresses and specifications from buyers of photographs; published by Modern Photographs, by Arvel W. Ahlers

81 100 Studies of the Figure by John Rawlings

Rawlings
In compositional variety, photographic technique, and sheer beauty of subject matter and presentation, this book is the best of its kind we've ever seen. All of the pictures were made of a single model, and with very few exceptions only natural light was used.

\$5.50

# HOW TO PHOTOGRAPH WOMEN

by Peter Gowland

A new, revised, enlarged edi-tion of one of the best selling photo books ever published. New, larger, more pictures. more text. Order it! \$2.95



269 pages, some in full color. A Focal Book ()

207 Lens Testing Chart

These charts were designed by the Editor of
the British Magazine, Amateur Photographer.
With a little testing anyone can determine
exactly how good a lens really is and the
maximum size to which negatives taken with
that lens can be enlarged without noticeable
loss of sharpness. Set of 15 charts and 25page instruction manual.

\$1.75

312 All in One Camera Book, Emanuel.
This book has offered sound advice in simple words to hundreds of thousands of beginning amateurs throughout the world. In its 32nd printing, it is more up to date and better fun than ever. You will appreciate this easy path to good photography. A Focal Press Book.

143 35mm Photography With an Exakta by K. L. Allinson

This famous single lens reflex discussed and fully described in all spheres of work. In-cludes general discussion on 35mm photogra-phy by a qualified expert. \$3.00

45B ART & TECHNIQUE OF STEREO PHOTOGRAPHY



by Peter Gowland The master of the pin-ups adds another dimension to his photography of women. Fully illustrated, with a series of Gowland's own transparencies for use in your viewer! A magnificent \$2.95

Manual of the Airbrush

by J. C. Tobias



Airbrushes have become in-creasingly useful to artists and to photographers for creative work and retouching. Each use rilly, and explicit instructions given. Much of the book is de-voted to retouching, and color-ing photographs with the air-brush.

134 Color—How to See and Use it by Fred Rond

Fred Bond
Explains in everyday language what color
harmony is and how to get it in your plcture.
Begins with simple exercises on how to see
color and describes how to use it in step-bystep fashion. to build excellent pictures, by
foremost authority on color.

88.75

252 Strobe, The Lively Light, by Howard Luray
Available again! Completely rewritten from
beginning to end, goes into every aspect of this
increasingly important new lighting techscale 44.00

133 Picture Making With the Argus by Jacob Deschin
An informative and reliable book that tells in clear language how to obtain best results with these cameras. Special section on color. Chock full of swell pictures.

3.00

68 British Journal Almanac, 1955 \$2.00

341 Amateur Carbro Color Prints, by Viscount Hanwarth Step by step explanation by an amateur of how to do a first rate job. A Focal Press Book. (7) \$3.00

670 Female Figure, by Mortenson \$1.00

117 Texture Screen, by Mortenson \$1.00 IMPORTANT NEW ARRIVALS

123 The Family of Man. The greatest photographic exhibition of all time—503 pictures from 68 countries—created by Edward Steichen for the Museum of Modern Art. Prologue by Carl Sandburg. (Reviewed in this issue.) A fine value at \$1.00 De luxe, hard cover, memorial edition of

423 Fundamentals of Photography, by P. E. Boucher, revised, 3rd edition, on theory and practice. Classroom text. \$6.75

149 A Baby's 1st Year, by Wayne Miller.
Sensitive picture story of a child's first acquaintance with the world.

\$5.00



LEICA NANUAL, new edition

Just published. Entirely rewritten. It's a complete, one-volume library 35mm photography written by 20 outstanding experts in the field for all Leica camera fans. Attractively illustrated. 86.00 (Sept. 30)

342 Better Color Movies, by F. Bond.
An up-to-date book on Kodachrome and
Ansco color filming, by a well-known expert Ansco color filming, by a well-known expert on color photography. Does not deal with the story-telling problems of movie making, but is a reference book on the use of color film in motion pictures and the problems encountered in filming 8 and 16mm, sizes in color. Highly recommended for all those interested in color movies. Well illustrated. New edition, just out.

Pleas	se sei	nd me	postp	aid th	e boo	ks whos	e num	bers	I have	e circle	nadian shi ed. eder []	
534	10	9 23	6 57	114	20	0 378	658	112	2 46	66	98 6	217
10	103	167	81	43B	204	207	312	143	45B	102	134	252
133	68	341	670	117	123	123A	423	149	74 :	342		
Nam	e											
Addr	ess_											
City_									tate_	1		



# 33 FLASH HINTS

(Continued from page 73)

13. CUT DOWN THE AMOUNT OF LIGHT reaching your subject to avoid washed-out, light picture areas. Just place a clean, white handkerchief over your reflector before you shoot. A single thickness of a standard man's handkerchief cuts light in half (one stop difference)—double thickness quarters the amount reaching the subject (two stops difference).

14. GET THE FLASH OFF YOUR CAMERA. Here's how to do it, even if the electrical contacts of your gun fit



DICK WOLTERS

into the camera body. For guns which use midget bulbs get a bayonet-to-medium-screw-base adapter (they're available in many electrical supply stores). Insert adapter (shown) into reflector and hook up your extension using a screw plug. If you have a gun which takes medium base socket bulbs, just screw the extension plug into the reflector socket.

15. KEEP YOUR REFLECTOR CLEAN so it will reflect light at full efficiency. Before you shoot, remove dust and smudges using a soft, non-scratching polishing cloth.

16. FOR CANDID SHOTS with extension flash hold the gun in your hand, either above the camera, or high and to one side. This is easy if your firing button is on the gun. When it isn't, prefocus and preset camera with gun at on-the-camera position. Then just before making the shot remove the gun and hold it so you'll get some modeling on the subject's face.

17. BE ON THE SAFE SIDE. Always use a plastic safety shield over your reflector, particularly for closeups. Bulbs rarely explode, but this way you're protected just in case one does.

18. IF YOU'RE GOING ON A TRIP and will be away from stores, take a spare battery or set of batteries along with you. It's a precaution which often pays off.

19. CHECK THE CONTACT POINT on the base of your bulb. If it looks tarnished, polish it up with an abrasive

such as a piece of fine sandpaper. This will assure you of good electrical contact. For convenience just glue a small piece of sandpaper to your flashgun.

20. CONVERT OLD-STYLE BAT-TERY GUNS to BC units. See your photo dealer to find out if you can get a battery-capacitor unit which replaces the batteries in your old flashgun.

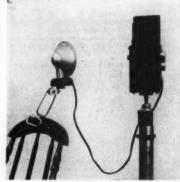
21. DON'T LEAVE USED BULBS LYING AROUND where children or animals can get at them. You're just asking for trouble. Make it a rule to put all used bulbs in your gadget bag or pockets. You can dispose of them safely at a later time.

22. ALWAYS EXAMINE BULBS before you insert them in the reflector. Some bulbs have a special blue mark just for this purpose. When air or moisture leaks inside the bulb the marking turns pink—an indication to you that the bulb has been damaged and should be discarded.

23. INSERT BULB FIRMLY in the reflector socket so current can flow from the gun to flash the bulb.

24. DON'T CARRY UNUSED BULBS LOOSE in your gadget bag or pocket. Leave them in the paper sleeve. This helps prevent bulb damage.

25. USE EXTENSION FLASH if you can get the gun itself off the camera. You can vary the position of your light by mounting your flash gun as illustrated. All you'll need is a special clamp-



NORMAN ROTHSCHILD

on—with a tripod screw to fit into the tripod thread on the bottom of your gun—plus a longer camera-to-gun connecting cord, available at many photographic stores.

26. INTERCONNECTING CORDS allow you to use one gun with several different cameras. For full information just turn to page 76.

27. TEST YOUR CONNECTING PLUG to find out if it fits tightly into the camera. If it's at all loose (as sometimes happens with the European pushon type), often you can fix it yourself

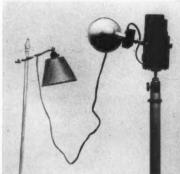
by squeezing the connector a little bit. Otherwise, have your local repairman make the necessary adjustments.

11

28. TO AVOID TRIPPING OVER WIRES, lay extension wiring flat on the floor whenever possible. Better yet use roller-type extension wiring which comes with spring reels to take up any slack wire.

29. DON'T LOOK INTO THE RE-FLECTOR when inserting a bulb. A short-circuit in the gun might fire the bulb prematurely. The result: a blinding flash in your eyes, and possibly burned fingers.

30. YOU CAN IMITATE ROOM LIGHT by placing a flashbulb in a house lamp. But don't fire the bulb with



NORMAN BOTHSCHIL

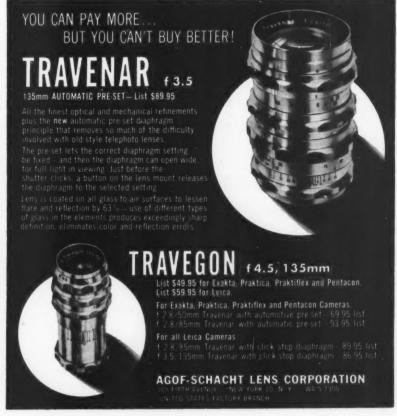
house current. Instead, connect the house lamp wire to your flash extension wire, or to an adapter in the reflector (as shown), and use current from your batteries to fire the bulb.

31. WAIT A FEW SECONDS before you use your bulb ejector. All bulbs are hot for a short while after the flash. If you don't have an ejector, use a glove or handkerchief to protect your hand in case the bulb breaks as you remove it.

32. USE THE RIGHT BULBS FOR COLOR films. In general blue bulbs are geared to daylight type emulsions. With tungsten-type films you need either an amber bulb, or a clear bulb plus the proper filter to balance the light to the film. There are exceptions, however. The new Ektachrome Type F film is designed for use with clear bulbs (without a filter), and is balanced for best results with class M bulbs.

33. GET THE CORRECT TYPE OF BULB for your camera's synchronization. Or if your camera has several kinds of sync, choose the right one for the bulb you're using. Here's what to do: first find out what kind of sync your camera has. There are three types—X (0 millisecond delay), F (5 millisecond delay), and M (15-20 millisecond delay). Delay refers to the difference between the time the electrical contacts close and the shutter (Continued on page 112)









#### 33 FLASH HINTS

(Continued from page 111)

blades are wide open. Second, select the right combination from the list below for cameras with between the lens shutters.

X synchronization: any type bulb at 1/25 second or slower; also class F bulbs at 1/50 or 1/100 second.

F synchronization: any type bulb at 1/25 second or slower. For faster speeds get class F flashbulbs.

M synchronization: all class M bulbs at a variety of shutter speeds up to approximately 1/500 second.

If your camera has a focal plane shutter you need a different set of combinations. That's because synchronization can only be achieved in two ways: with a special class bulb (FP) which gives a long even light, lasting as long as the shutter slit takes to pass across the film, or when the slit in the shutter passes across the film in "wide open" position. With many cameras this occurs at about 1/25 second—with others as high as 1/50 second. Here are the combinations to use with focal plane shutters:

X synchronization: class F or class M bulbs with shutter "wide open" (about 1/25 sec.).

M synchronization: class FP bulbs (made especially for focal plane shutters) at speeds up to about 1/1000 sec.; also class M bulbs can be used with most focal plane cameras when shutter is at "wide open" position.

### FLASHGUNS

(Continued from page 75)

important, the reflector should be firmly mounted. This does not necessarily mean that it must be set on the gun permanently. It may be made removable so long as the method of attachment is sturdy and long-lived.

This has a bearing on whether the socket is in the center of the reflector, as in the Graflite and Heiland guns, or projects up through the bottom of the reflector, as in the Kalarts. Center mounting usually involves a smaller hole in the reflector shell, and is more desirable for a removable reflector. Of course, virtually all flashguns for the medium screw base bulbs are designed with cutouts at the bottom edge of the reflector for the socket and bulb.

Professional type flashguns usually have adjustable reflectors. If designed for midget bulbs, some provision is made for moving the bulb forward or back to vary the light beam from concentrated to flat spread. This is a useful feature but not usually necessary for amateur use. If the gun takes large bulbs, the reflector should be adjustable vertically, easily and surely, so its center can be

matched to the broadest part of the bulb.

the

for

ere

at

F

at

eds

s at

oxi-

hut-

ina-

tion

vith

es a

the

lm.

ses

ion

out

as

ons

M

lbs

ut-

c.:

net

at

nly

an

na-

so

is

he

or.

OF

he

er

ole

le-

Of

he

ed

he

lly

ed

de

to

ed

re

ur

he

Reflectors should be sturdy, able to hold their shape despite wear and tear, with durable interior and exterior finish. Traditionally, good polished reflectors have been made of chrome plated brass. Recently Eastman Kodak Co. began making them of clear, tough plastic, on which a bright mirror finish is deposited. Satin-finished reflectors are usually of aluminum. Whatever the material, don't buy it if light pressure will deform or bend the reflector.

Want a folding reflector? Compact gadgets are a definite advantage and flashguns are no exception. A number of flashguns made with folding reflectors are now on the market. They may not be as efficient as the deep parabolics, but they are certainly portable. Guns made by Leitz, Praco, and Camera Optics (C.O.C.) are examples. The C.O.C. model has two reflector positions which change the angle of coverage.

What kind of power? Electrical energy must be used to ignite the foil in the flashlamp. When the synchronizer contacts in the shutter close, the electric current flows to a thin wire filament. The heated filament ignites a primer which then ignites the aluminum foil in the bulb. The lamp envelope contains oxygen which makes possible the rapid burning of the aluminum, producing the flash. This electrical energy is supplied either by a battery, or a battery-capacitor combination.

Flash batteries undergo a heavy load when flashing a lamp. Large size batteries are therefore preferable when heavy use is expected. The D size cell is standard for flashguns used for press cameras equipped with solenoid shutter trippers. The electrical load on the battery consists of the current drawn by the solenoid, plus that for the lamp.

The C size cell is satisfactory for cameras with built-in sync since only the lamp load is drawn from the battery.

The pen light size is not generally recommended, unless infrequent use and extreme portability are main considerations.

For all flash purposes (except external synchronization with solenoids) battery-capacitor circuits are superior. When used with solenoids, the powerful B-C charge will cause synchronization to go awry unless the flashgun has a built-in delay mechanism designed to prevent this.

What kind of connectors? There must be electrical connections from the flashgun to the camera shutter sync contacts. These are of such variety, and for no good reason, that the only word to describe the situation is—chaos. Take a look at the chart on pages 76-77.

Anyhow, be certain that the flashgun

can be connected to your camera. There are four main types of connectors on cameras and shutters. Most foreign camera makers have standardized on the new style European tip, which is compact but given to slipping loose at critical moments. Some American-made amateur cameras have the ASA bayonet male fitting, a slightly bulkier, but positive connector. An increasing number make the connection directly through the mounting shoe. Press type shutters mostly use the sturdy ASA 2-post male connector. And there are some rugged individualists among camera manufacturers who insist on having their own style of connection no matter what the rest of the world is doing.

We believe that flexibility and positive connection are the criteria by which connections should be judged. Flashguns with permanently attached cords are less flexible, more subject to damage, harder to repair, than those that just have outlets to which any suitable cord may be fitted. They are frequently more difficult to fit with extensions, if you wish to use the flash off the camera. Check on this point, an extremely important one. Guns that make contact through a mounting shoe or pins are least flexible of all, although the connections are usually quite positive.

Coiled cords are a great advantage for off-camera flash, providing a relatively long cord when extended and compactness when not extended. One Kalart gun has such a coil built right into the battery tube.

Accessory wiring: Serious work in flash photography often involves the use of two or more lamps. Extension outlets are needed for this work. Multiple flash is only reliable with the B-C powered units. Series connection of the multiple lamps coupled with the 22½ volt pulse makes for reliable flashing. The older style units powered by several dry cells flash the lamps in parallel which tends to ignite the lamps at different instants. Examine the flashgun and look for the extension outlet or ask the salesman for the information.

If you have an illuminated focusing device on a press camera rangefinder you will need a unit powered by "D" cells as the focusing light cannot be operated on a B-C unit.

The shape of the gun: Flashguns were originally made with a tubular housing for dry cells. The size of the housing was determined by the size and number of cells. This type housing is still used on guns for press cameras where the gun, when mounted on the camera body, is used as a handle for holding the camera. The tubular shape is also convenient for holding the gun

(Continued on page 114)







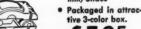


AMERICA'S HANDIEST

Self Illuminating BATTERY VIEWER Modern in design



illuminating viewer Viewing Slot accommodates All 2x2 (35 mm) Slides



\$595

Easy Accessibility Complete with Batteries &

# COMPACT-O-LITES



\$675 to \$1795 Send for Circular Describing Entire Line of Photo Products Manufactured.

ARROW METAL PRODUCTS CO. 108 N JEFFERSON ST. CHICAGO ILL

# FLASHGUNS

(Continued from page 113)

when using off the camera flash. A B-C cartridge can be inserted into the housing to make use of the advantages of B-C power. For most other applications however, the tubular housing is dated. B-C power makes possible compact units that are easy to carry and store.

You should check the housing for sturdiness and finish. In particular have the housing opened to see how the power unit may be changed. The battery compartment should be easy to open but should lock positively.

How Joes it attach? Some means must be supplied to fasten the flashgun to the camera. This coupling should be positive, mechanically sturdy, and should keep the reflector and camera properly aligned. Brackets are often used for this coupling.

The best brackets have a positive alignment for camera and flashgun. This insures proper lighting over the subject. If the reflector is pointed even slightly away from the camera axis, the subject will show uneven lighting. Some manufacturers can supply special brackets for mounting on specific cameras.

If you are considering a flashgun with the gun mounted on the bracket with a tripod type screw, you should note that this type must be watched each time you use it to see that the reflector is properly aligned.

The ease with which the flashgun is mounted on the camera is important. You may want to do off-the-camera flash. It will prove very inconvenient if you have to fuss each time you mount and dismount the gun. In fact, if you are in a hurry you may well assemble the gun improperly. Note that flashguns for press cameras have a mount that is positive, sturdy, and easily put on or off.

Unfortunately, camera and flash-gun manufacturers seem to have ignored the problems of bounce flash. Someone ought to build a first rate gun for an eye-level camera which can be quickly and easily tilted to bounce light off ceiling or walls without removing it.

Safety shield is important: Flashlamp manufacturers constantly point out the need for a safety shield over the lamp. There is always a chance of a lamp blowing up. Most photographers do not use a shield, although it is desirable to use one when possible. If you take close-up pictures, the safety shield should be considered indispensable. Many units can be fitted with a safety shield. Only a few have them as standard equipment. The Kalart 400 B-C model is unique in that the safety shield is built into the reflector and is coupled to a switch. The lamp can only be fired after the shield is closed. This also eliminates



FOR \$29.85 OR LESS an amazing Stereo-

FUR \$29.85 OR LESS an amazing Stereo-Tach outfit will convert your standard camera to 3-D! No camera should be with-out this accessory that captures the depth and detail, the vivid colors and beauty of life itself! Nothing new to learn, no complicated transposing. Make your standard camera a STEREO camera now! See your dealer or write manufacturer.

advertising Cisplays, Inc. 419-m pike street, covington,



MODERN PHOTOGRAPHY

any danger of having the bulb go off ! while inserting it in the socket.

Test lamps are helpful: Test circuits are a valuable aid to help insure reliable flash operation. There are two kinds of test circuits. One kind tests only the battery, wiring and synchronizer. The flashlamp is not tested. Another, more elaborate design tests the entire circuit-flashlamp, B-C charge, wiring, and sync contacts.

Flash Guide is useful: If you don't like to carry flash tables around, see that your flashgun has a flash guide on it. Many units now include this item on the reflector in the form of a decal.

The bulb ejector: Getting the used bulb out is important, too. It's not necessary that the ejector flip the bulb halfway across the room, but it should release it positively when you wish to get rid of it. Many flashguns are weak on this point so check it carefully.

The coming bulb, the M-2: As films have become more sensitive to light, overexposure in flash pictures has become a major problem, particularly with simple flash cameras. The solution offered is a smaller, less powerful bulb, the M-2. With special tiny flashguns designed for this bulb the M-2 can produce a lot of light, and the guns are extremely portable. This bulb will be big business in a few years.

Unfortunately, there are some drawbacks. The M-2 bulbs can be used only with slow shutter speeds-1/25 second with shutters having X (zero-millisecond delay) sync gives best results. There are quite a number of M-2 flashguns on the market, but only a few are of really first class construction. So, look them over carefully before you buy one.

Special types of guns: More and more, camera manufacturers are marketing their own flashguns, specifically tailored to a particular camera or group of cameras. Unfortunately, their design trend seems to be running counter to the picture taking trend-guns are anchored firmly to the camera in a fixed position. Yet photographers are turning to off-the-camera flash as a means of getting better pictures, and such flashguns make it difficult.

In marked contrast to this trend are such guns as the new Kalart B-C 400, which is designed as a complete flash system, adaptable to almost any type of camera and use (Modern, July 1955).

And now your choice: We've gone into some of the theory of flashgun design, and have pointed out characteristics desirable from a picture taking standpoint. One last point-don't ignore styling, as well as convenience and technical quality. Actually, in the best guns, all three are present.—THE END.





116 NORTH 4th ST PHILADELPHIA

ALCO PHOTO SUPPLY,

902 BROADWAY

poor lighting conditions.

learn to earn at

PHOTOGRAPHY

Study

PROFESSIONAL PHOTOGRAPHY In Beautiful Santa Barbara, Calif.

"Where the Mountains Meet the Sea"



# Advantages of Studying at **BROOKS INSTITUTE**

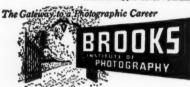
- Train with World Famous Instructors
- Enjoy the Photographic School
  With a Spacious Campus
  Complete 24-month Courses in:
  Professional Portraiture Professional Portrature
  Illustrative Photography
  Advertising, Fashion, General
  Commercial, Pictorial-Journalism
  Color Printing and Techniques
- Tailored to individual's special needs. One week or more. May
- enter at any time.

   Motion Picture Courses\* General Commercial, Television Productions, Dramas and Plays

Co-Educational Approved for Veterans Service and Placement Bureau

BROOKS INSTITUTE, Dept. 4

\*Course not approved for Veterans



FREE Complete descriptive material by Doing" system. Mail coupon today!

Santa Barbara, California
Gentlemen: Please send me full descriptive literature. I am interested in
☐ 24-month course ☐ Short Course ☐ Motion Picture Course
Name
Street.
CityZoneState

# A HISTORY OF FLASHBULBS

by LLOYD E. VARDEN

The history of flash photography, and indirectly the history of the photoflash lamp, begins nearly 100 years ago when photographers sought a source of light for indoor exposures, sufficiently intense to compensate for the low sensitivity of existing negative materials. Without such a source, indoor photography was a most uncertain endeavor.

As early as 1857, John Moule turned to chemical reactions for producing artificial light of high intensity. Flash lamps to this day remain dependent upon chemical reactions for their intense light



output. Moule employed a relatively slow-burning mixture of sulfur, potassium nitrate, and a sulfide which was ignited in open air. Apparently, though, the love of one's own invention-and not the bright light-blinded him to the unbearable odor resulting from the reaction, because his enthusiasm for the procedure was not shared by the photographic profession.

But only two years later (1859) the "chemical" approach to a new artificial light source was reënlivened when Bunsen and Roscoe in Heidelberg, Germany, demonstrated the high actinic power of the light generated during the burning of magnesium metal. William Crookes, in London, made a similar observation during the same year and promptly made a series of practical photographic tests. It did not take long before magnesium ribbons became a popular medium for indoor exposures.

Of course, this was not a complete solution to all of the technical difficulties existing those days in indoor photography. Subject motion, because of the long exposure times required, remained a troublesome problem. But, in 1865, John Traill Taylor, the famous English scientist, combined the light-producing merits of burning magnesium with Moule's convenient powder-mixture idea, to create a light source of extremely high intensity and of "extraordinarily short duration". He accomplished this with a mixture of magnesium powder, antimony sulfide, potassium chlorate, and sulfur. Taylor set the pace for many subsequent inventors, but at the time of his disclosure the idea could not be widely adopted, largely because of the high cost of magnesium metal.

At this point of our story we find a suggestion being made that was proposed a bit too early for practical accomplishment, but it did show the foresight of the inventor. A Mr. Larkin patented in 1866 the use of a mixture of magnesium powder and sand in a lamp. From all accounts his attempts were unsuccessful. Nevertheless, Larkin's idea was in the right direction, because he eliminated offensive odors and made it more convenient to apply magnesium powder as a light source.

In 1883, G. A. Kenyon introduced a flashpowder that also overcame the odor objections of earlier compositions. It consisted of nothing more than magnesium powder and potassium chlorate. However, in eliminating one shortcom-



ing, he introduced another-excessive smoke. But Kenyon made a side observation in the course of his experimentation that was destined to play a significant part in the development of flashlamps many years later. He discovered the very powerful light-producing effect when magnesium wire is burned in

Up to 1887 flashpowder photography had not been widely practiced, for one reason or another. Most historians agree that it was in the year 1887 that Dr. Adolf Miethe and Johannes Gaedicke, in Germany, brought flashpowder into general use. They devised an explosive mixture of magnesium powder, potassium chlorate and antimony sulfide (somewhat the same as John Traill Taylor's earlier mixture) and, with the negative materials by that time available, demonstrated the practicability of the procedure. In November, 1887, Miethe even took a flashlight photograph of an outdoor scene-presumably using a very large quantity of powder-which was

inort h a no-In. nh. his elv enst d a

oro-

acrekin e of mp. undea

he

e it

ium

d a

dor

It

rne-

ate.

om-

sive

ser-

enta-

nifi-

ash-

ered

ef-

d in

phy

one

gree

Dr.

e, in

gen-

PHY



the basis of reports in the Berlin and Potsdam newspapers of "a rare winter thunderstorm". In this same year, Meydenbaurer made a short-lived improvement in flashpowders by using magnesium powder with manganese peroxide. This seems to have started a competitive rush toward combining magnesium with every conceivable metallic salt. For example, York Schwartz and W. Knauer, in 1897, and later Schwartz in 1898, after numerous trials, finally developed a so-called "smokeless" flashpowder containing a variety of metallic salts.

If "smokeless" flashpowder had not been developed when it was there is some indication that a different technique, based on a discovery of T. N. Armstrong in 1887, would have become so entrenched in photographic practice that progress in "flash" photography would have been retarded. Armstrong showed that magnesium powder produced a very intense light when blown through an alcohol flame. Many commercial lighting devices incorporating this principle were introduced and they became quite popular with photographers during a brief period. But with the advent of improved "smokeless" flashpowders, Armstrong's method gradually lost favor.

One of the major improvements in flashpowders was patented by Agfa in Germany in 1903. By using magnesium (or aluminum) powder in combination with the nitrates of thorium, cerium or zirconium, a flash three times faster than that obtained from magnesium and

(Continued on page 118)

# WINNING COMBINATION

for Gorgeous Pictures—Endorsed by Professionals





INTERCHANGEABLE PRIME LENSES, RANGEFINDER AND LEATHER CASE.

RANGEFINDER AND LEATHER CASE.
\$200.00 Value—only \$139.50°—SNAP IT with
this Modern Guaranteed Precision Camera which
leaves nothing to be desired... Rapid Film
Transport—Auto. Counter: Fully Synch. Prontor
SV Shutter for Flash (M). Strobe (X). Delayed
action for both (V): Speeds—B-½-1/300 Sec.;
Steinhell F/2.8 (45mm): Telon F/5.6 (85mm).
Choro. With Michael (15, 15, 15).
Editor (15, 15).
Editor

A DARKROOM IN A SUITCASE—Ready to Operate Complete with Lens.....\$79.50



polish stainless steel

for life-time wear.

catalog showing the Manufacturers of Cameras, Photographic Processing, Studio and Laboratory Equipment

Send for illustrated

gallon

capacity.

color photography.

MANUFACTURING

COMPANY

6550 North Clark Street, Chicago 26, Illinois







By mixing Marshall's Flake White with any of Mar-shall's transparent oil colors you can paint beautiful "Heavy Oil" backgrounds that give your photo portraits the artistic look of real oil paintings.

The MARSHALL way is the only method in which you control the opacity of your paints at all times.



\$13.95 complete.

# HOTO-OIL COLORS

the colors the professionals use

- Send me your FREE booklet "Make Life More Colorful with MARSHALL'S PHOTO-OIL COLORS" FREE OIL COLORS

  MARSHALL'S PHOTO-OIL PENCIL brochure
  FREE
- MARSHALL'S PHOTO-OIL COLORING
  GUIDE. Special section on Heavy
  Oils.

  Four different 5x7 photos, just right

Name .....(Please print plainly)

City. Zone State
Photo Departments Everywhere or Mail Di-rectly to JOHN G. MARSHALL Mrg. Co., Inc. 167 N. Ninth St., Brooklyn 11, New York MP-10

### HISTORY

(Continued from page 117)

manganese peroxide was achieved. This practically eliminated the difficulty of "closed eyes" in flash pictures, so frequently encountered with earlier flashpowders, which had a flash period longer than the "blinking" time of the human eve. Flashpowders of this new type remained in vogue until 1930.

# The origins of modern-type photoflash lamps

The glorious history of over 40 years of flashpowder photography had a horrible and bitter side, the full story of which will never be known. Flashpowders, at best, were dangerous to use, and led to numerous unfortunate accidents. Fires broke out in many public places after a "group" flash exposure was made. Serious burns were suffered by ill-trained photographers' assistants, and even many experienced professional photographers lost their evesight from accidental flashpowder explosions.

The dangers involved in using flashpowder were recognized very early, and long before various inventor's ideas could be put into practice, the seeds for developing a safe flash source were planted. Nevertheless, the elimination of smoke, rather than greater safety, was the motive for the first suggestion for an enclosed flashlight source. A. D. Kiesling, in 1898, described a smoke-free magnesium flashlamp in which the lightproducing chemical reactions took place in a transparent or translucent envelope. It was not successful because of excessive bulk, high cost, and lack of suitable envelope material at the time. Smith, in 1899, followed Kiesling with an improvement, but it too came to an unsuccessful end. He proposed to combust a ribbon of magnesium or a thin aluminum foil in an enclosed atmosphere of oxygen. Smith was definitely on the right track, but many years had to elapse before success in this direction was achieved.

Dr. Paul Vierkötter, in 1927, designed a flashlamp consisting of crumpled aluminum foil in an enclosure filled with oxygen, which was ignited by the current from a small battery. (Two years previously-1925-Vierkötter had proposed a lamp containing flashpowder.)

Progress really did not get rolling in a big way, though, until J. B. Ostermeirer made the first successful enclosed flashlamp in 1929. This consisted of 0.5 micron thick aluminum foil in an oxygen filled glass bulk at a reduced pressure of ½ atmosphere, along with an "explosive" coated filament, heated to the ignition point by a 4-volt battery. The ignition of the filament coating fired the aluminum foil. The lamp was marketed by Hauff in Germany, but later appeared under the name of "Vacublitz" manufactured by the German Osram

In 1930 the General Electric Company introduced an aluminum foil flashlamp in this country. During the same year. the firm of Philips (Holland) took a different approach by manufacturing a flashlamp dependent upon the reaction of two gases-carbon disulfide and nitrogen monoxide. This lamp was too large in relation to its light output and was soon discontinued.

The first filamentary (wire-filled) flashlamps were also introduced in Europe, by Philips, in 1934. The Wabash Lamp Company (since absorbed by Sylvania Electric Products, Inc.) made the first entry of wire-filled photoflash lamps into the U.S.A. in 1936. The metallic wire is characterized by its composition of 7% magnesium and 93% aluminum, which makes it amenable to very thin drawing.

# The status and future of flash

In the earlier history of flash photography it was the "professional" photographer who was largely responsible for stimulating its development. Even up to 1941, 75% of modern-type flashlamps were used by professional photographers, the remaining 25% being absorbed by amateurs. Today, of the one-half billion flashlamps sold annually, amateur photographers consume 85-90% of them. This tremendous growth of the use of flashlamps in amateur photography has no doubt played a material part in reducing their price, which is a big inducement to their more frequent application. (On a parity basis, the price is generally one-fourth of what it was in the 1930's. A lamp that cost 25c in the thirties is about 13c today, for roughly equal light output.) Thus, one might conclude that the demands of the amateur will dictate future trends. There may be some truth in such a philosophy. For example, Lester F. Anderson of Sylvania recently predicted that present designs of flashlamps will be altered when necessary to meet new photographic requirements, which includes the requirements of the amateur photographer. However, it is my opinion that the most essential progress will be derived from the constant search by laboratory scientists for methods which yield higher efficiencies and improved uniformity.

Photoflash lamps today, in comparison with previous artificial sources, are rather remarkable in both efficiency and uniformity when one considers that their total light output is released in a very short period of time. Photoflash lamps have a luminous efficiency of the order of 20 lumens per watt which is generally higher than that of ordinary tungsten lamps. But the maximum light output of a photoflash lamp is tremendously greater. It would take 470 of the standard 500 watt incandescent lamps to produce the same maximum output of a single, medium size flashlamp. Stated in another way, one flashlamp rated at 50,000 lumen seconds output produces a volume of light equivalent to looking at a 100 watt tungsten lamp for 37 seconds. (In case you are interested, it takes about 200,000 lightning bugs to

itz"

ram

anv

amp

ear.

k a

o a

tion

itro-

arge

was

ed)

in

Wa-

bed

nc.)

oto-

The

om-

3%

e to

ash

tog.

tog-

for

p to

mps

ers.

bed

half

ma-

of

the

gra-

oart

big

ap-

rice

was

in

igh-

ght

am-

ere

hv.

ent

red

oto-

des

hat de-

iboield uni-

ari-

are

and

neir

erv

nps

der

ner-

ing-

out-

PHY



equal the light output of a 100 watt

tungsten lamp.) Compared to the best flashpowders, modern flashlamps have other advantages besides greater convenience and safety. A film with an A.S.A. exposure index of 40 can be exposed 12 feet from a subject in 1/50th second at f/8 with a small flashlamp of only 5000 lumen seconds output. Using the same film type and subject distance, about 12 grams of flashpowder would be required for the exposure and the lens would have to be opened to f/4. However, if the subject distance were doubled, about 40 grams of flashpowder would be needed, whereas with a properly designed reflector the photoflash exposure could be made by simply opening the lens aperture an appropriate amount, depending upon the concentration factor of the reflector. Because of this inability to employ reflectors with flashpowder, the amounts of powder required increase at a very rapid rate with increasing sub-

But getting back to photoflash lamps, what are the possibilities of making them still more efficient? Increasing their size is not the answer, because beyond a certain point, efficiency falls off markedly as the lamp size goes up. Very large lamps with an output of 2,000,000 lumen seconds have been produced experimentally by the British Thompson-Houston Co., Ltd., but their efficiency is low. This is really fortunate, because less bulky lamps are obviously more convenient, and small, efficient reflectors are adaptable. Therefore, it is indeed likely that the future trend will be toward still smaller flashlamps which approach the ideal point light source, even if the shape of the lamp has to be altered to avoid uneven light distribution on the subject .- THE END. References

Agfa, D.R.P. 158,215 (1903).

Anderson, The Sylvania Technologist, p. 8 (January 1954).

Armstrong, British Journal of Photography, p. 77 (1887).

Baltin, Photographische Rundschau, p. 74 (1930).

Bourne, Discharge Lamps for Photography and Projection, Chapman & Hall, Ltd., London (1948).

Eder, Ausfuehrliches Handbuch der Photographie, Vol. I, Part 3 (1912). Eder, History of Photography, translated by Edward Epstean, Columbia University Press, New York (1945). Forsythe and Easly, Journal of the Optical Society of America, p. 685 (1931).

Kenyon, British Journal of Photography, p. 61 (1883).

Kiesling, Photographische Mitteilungen, p. 12 (1898).

Larkin, Les Mondes, p. 136 (1866). Meydenbaurer, Photographische Wochenblat, p. 154 (1887).

Rieck and Verbeek, Artificial Light and Photography, Philips Technical Library, Eindhoven, Holland (1952).

Schwartz and Knauer, D.R.P. 101,528 (1897).

Schwartz, D.R.P. 111,155 (1898). Taylor, Photographic News, p. 550 (1865).

# FREE LITERATURE FOR MODERN'S READERS

A New Steinheil Brochere, now available from Camera Specialty Company, Inc., 705 Bronx River Road, Bronxville 8, N. Y., describes all Steinheil lenses for the Exakta, Exa, Praktiflex, Pentacon, Contax-S, Contax-D, Praktica, Leica, Nikon, Tower and other 35mm cameras. Includes a picture of the Munich Town Hall taken with each Steinheil lens from the same position to illustrate what the camera owner can expect from these lenses ranging from a 35mm wide angle to a 135mm telephoto.

Flash with Argus...cameras is a new 8-page brochure on the subject of flash. Included is information on film speeds, shutter settings for flash on Argus cameras, type of bulb to use with Argus cameras and guide numbers. For your free copy, write to Sales Service Division, Argus Cameras, Inc., Ann Arbor. Michigan.





# Before You Scan This Ad READ THIS!

"IF you like good buys, then read this advertisement carefully because we could readily say, and mean it, we will never, never be undersold. Write us, give us, and yourself, a chance to prove III"

MAGIC PLASTIC TITLE SET	Our
410 letters w/5 backgrounds 5.95	3.49
TRAYS FOR TDC deluxe chger 1.50 MAGAZINES for AIREQUIPT CHANGER 2.25	1,49
CASE for 30 Airequipt Mags 15.95	8.77
CASE for 12 Airequipt Mags 9.50 CASE (holds 16 TDC, Viewlex, Golde) 11.95	5,76
CASE for 12 Revere Mags	5.95
Folding 4 Lite Movie Set incl bulbs and metal case	14.95
BAIA Editors complete	14.50
w/rewinds, 8, 16mm splicer, base and filmotion editor	29.95
MANSFIELD ACTION EDITOR compl. 8mm 39,95	19.95
HI-FI SPLICE FREE SOUND RECORDING	
TAPE 7" reel 1200' 5.50	1.75
5" ree! 400' 3 50	1.29
6 LITE MOVIE BAR	6,72
8mm TELEPHOTO REVERE 11/9" f2.5 57.50	19.95
Imm WIDE ANGLE 6.5mm f1.9 57.50	29,95
(above lenses are RAZOR SHARP, high resolving power and guaranteed forever).	
The same of the sa	
RADIANT SCREENS DLS 30 x 40 25.95 40% off 40 x 40 27.95	15.57
Brand newill 50 x 50 36.95	22,17

CAMERAS	Our
FUTURA w/compur f1.5 Frilon MX new.225.00 FLEXARETTE f3.5 1955 model incl. case.112.50	105.00 51.62
Ansco Karomat f2.0 RF, MX LN125.00	89.92
Leica IIf w/Taylor-Hob-Cke LN	119,00
Voigt Vitessa f2 RF dis mdl new127,50	86,00
Richoflex VI f3.5 1955 new mod 51,45 Graflex 22 f3.5 LN	63.22
Ikoflex 11a f3.5 Tess LN	89.21
Kodak 35 RF ctd sync LN	29,95
Revere Stereo "33" LN	89,50
Robot Royal f2.8 Xenar RF249.50	149,95
PROJECTORS All Like New	
B & H Monterey 500w w/case 99.50	59.92
De Jur 750 w/case	103,06
Revere 85D 500w w/w angle w/case124.50	79.95
Keystone K109 750w w/case159.30 1955 SVE Proj. 300w w/auto changer,	104,21
w/case 79.50	42,50
1955 Revere auto. 300w	39.75
1955 American Optical w/auto, changer	
w/case	42,50 21,95
Argus 300 Automatic	49.75
TRIPODS	
Hollywood Tripods-Baby Glant w/Jr. Pan	
Head, 4 sect	11,97
Hollywood Senior, closed 26", extend 66"	
w/pan head	17.97
Duickest Flevator Champ	19,95
Extendo Jr. 3 Sect Hollywood w/pan head 23.95	14,40

Write in for trade-in-allowance. Write in for FREE literature on anything. Write in for FREE Sulletin 9-C.

ject distances.



# CAMERA FANS...

WARDS 1955 PHOTO BOOK IS



Get this book before you buy! Wards prices are right. 104 pages of world's best-known still and movie equipment—quality you can depend upon. Every item guaranteed. Terms if you wish. Trade in your present equipment—book contains full details.

# Check these typical values -



NEW LORDOMAT, Wards best buy in feature-loaded 35mm cameras. F/2.8 lens. Interchangeable lenses, single-window view-range finder, lever type film advance, plus features of usual \$150 comeras. German made. Guaranteed at Wards price of. ... \$79.95



NEW WARDFLEX. A 120 reflex you'll find hard to match at less than three times the price. Fast F/3.5 lenses, speeds up to 1/200. Flash synchronized. Guaranteed. Wards price only....\$29.95



IMPORTED BINOCULAR 7X, 50MM is a real buy. Gives maximum image brightness for all-around navigation, hunting, or night use. Lined pigskin case. Fully guaranteed at . . . . \$39.50

#### GET ACQUAINTED OFFER!



Photo Album - \$1.00

\$2.25 Album only \$1 Postpaid if you request catalog before Dec. 1st, 1955. Fine book appearance — always stays flat, never buckles or bulges. Gold stamped rich red leatherette. 6x9 in. size. Mail coupon below or inquire about your copy of the catalog at nearest Ward store or catalog office.



Chicago 7, Ill. • Baltimore 32, Md. • Albany 1, N.Y. • St. Paul 1, Minn. • Denver 17, Colo. Kansas City 23, Mo. • Portland 10, Ore. Ockland 16, Calif. • Ft. Worth 1, Tex.

			MP-105	
am enclos	sing \$1.0	0. Send	me the bar	rgair
0	(PRINT	nlainly)		*********
		promise,		
X				
	am enclos Photo Albu	am enclosing \$1.0 Photo Album and Vine (PRINT) of Address	am enclosing \$1.00. Send thoto Album and Wards from (PRINT plainly) at Address	(PRINT plainly) et Address

# MODERN'S DIRECTORY OF FLASH CONNECTORS

This is to be used in conjunction with the charts on pages 76-77.

1-1	Spiratone (#1 has thin shell to fit Ko- dak ASA bayonet, male, #25)
1-25	Kodak (#1 has thin shell).
1-26	Spiratone
1-28, 29	Spiratone
2-7	Jen
2-26	C.O.C., Graflex, Heiland
2-27	C.O.C., Kalart, Praco
2-28, 29	Kalart, C.O.C.
3-4	Polaroid
4-7	Jen (shape as #18)
5-5	Spiratone (for old style Graflex guns)
5-25	Kodak (#25 has special collar, will accept only thin shell, such as #1)
5-26	Graflex, Heiland, Praco, Spiratone
5-28, 29	Spiratone
6-26	C.O.C.
6-27	C.O.C., Kalart
6-28, 29	C.O.C., Kalart
7-2	Jen
7-4	Jen (shape as #18)
7-7	Jen
7-10, 11	Jen
7-24	Jen
8-26	Graflex
8-27	Kalart
8-28	Kalart
9-27	C.O.C., Kalart
9-28, 29	Kalart
10, 11-4	Jen (shape as #18)



Use Mico-Vue with its own battery attachment, daylight or artificial illumination. Enjoy your slides In all their true brilliance—on large, distortion-free optical glass lens. Has convenient, gravity fed storage compartment (holds 36 slides). Additional close-up optical glass meaning

With bulb, 2 sets of batteries. \$7.95

MICO

Mico-Vue without Mico-Lite \$5.95
See your dealer

MICO PHOTO PRODUCTS 110 S. Dearborn, Chicago, III.



FREE Send today for free Morgan Camera News subscription & latest price lists.
MORGAN CAMERA SHOP HOLLYMOOP 28. CAMERA SHO



PROCESSING PRINTING

EKTACHROME, ANSCO & ANSCO CHROME PROCESSING

ATKINSON COLOR PRINT SERVICE

Write for Prices or Send Film: 7273 Sente Menice Blvd. HOllywood 4-753? Hellywood 46, Calif. Dept.M

Prepared in Space time. Practical basic training. Long-established school. Send for free booklet, "Opportunities in Modern Photography" and particulars. Sent postage prepared. No obligation.

AMERICAN SCHOOL OF PHOTOGRAPHY 835 Diversey Parkway, Bept. 1947 Chicage 14, Illinois



Post Office

Spiratone

Jen

C.O.C., Graflex,

Heiland, Praco,

10, 11-7

10, 11-26



# Pertunuir Flag

You're sure of better pictures! With FR Electronic Flash the light is evenly distributed, you cover a wider area with excellent depth and no "hot spots". . . . four photo-flash batteries give up to 300 shots before needing replacement. Truly amazing light output . . . equal to units costing much more. Carry it everywhere.

Rugged . . . shock-proof . . . \$5495

Your dealer will gladly fit it to your camera.



# Become a **PROFESSIONAL PHOTOGRAPHER**

You can learn photography best under top-notch teachers. Franklin Technical Institute's faculty are successful professionals. They teach you from the wealth of their own experience. Intensive one-year course in portrait, industrial, commercial photography.
YOU PRACTICE ON THE FINEST EQUIPMENT

YOU PRACTICE ON THE FINEST EQUIPMENT Guided by these outstanding men you handle daily: Deardorff, Graphic and other cameras; latest enlargers; 2 to 24" Bausch & Lomb and other fine lenes; light meters, etc. You study cameras, lenses, films; lighting, composition; resulting, finishing, mounting. Also science courses, business law. Limited registration. Coeducational. High school or equivalent required. Write for free catalogue.



### FRANKLIN TECHNICAL INSTITUTE Founded by bequest of Benjamin Franklin Berkeley Street, Boston 16, Mass.



# TELEVISION CAMERAMAN

Work with "live" equipment in station-size studios. TRAIN with "Big Name" TV instructors. Grad-ployed at leading TV stations. Easy National Placement Service. Hous-secured. Approved for Vets.

Send for FREE Booklet P-10
TELEVISION WORKSHOP



CENTRAL CAMERA CO. Pholographic Headquarters Since 1999

Save money on all photographic equipment. Send for Central Camera Co. FREE Photographic Bargain List today, Central Camera Co., Dept. M-10, 230 S. Wabash, Chicago 4, III.

C.O.C., Kalart. 10.11-27 Praco 10. 11-28, 29 C.O.C., Kalart, Spiratone. 12-25 Kodak (#25 has special collar, will accept only thin shell, such as #1) 12-26 C.O.C., Heiland, Praco. Spiratone 12-28.29 Spiratone Graflex. Heiland. Spiratone 13-28, 29 Spiratone 14-25 Kodak Graflex, Praco 14-26 14-27 Praco C.O.C., Graflex, 15, 16-26 Heiland, Praco, Spiratone 15, 16-27 C.O.C., Kalart, Praco C.O.C., Kalart, 15, 16-28, 29 Praco. Spiratone 17-26 C.O.C., Praco. Spiratone 17-28, 29 Spiratone 18-7 Ien Kalart 19-27 19-28 Kalart C.O.C., Graflex, 20, 22-26 Heiland, Spiratone 20, 22-28, 29 C.O.C., Spiratone 21-27, 28 Kalart 23-27, 28 Kalart C.O.C., Heiland. 24-26 Praco, Spiratone 24-28, 29 C.O.C., Praco, Spiratone 25-1 Kodak (#1 has thin shell) Kodak 25-5 Kodak 25-12 25-14 Kodak Spiratone (#1 has 26-1 thin shell) C.O.C., Graflex, 26-2 Heiland, Praco Heiland, Praco, 26-5 Spiratone 26-10, 11 C.O.C., Graflex, Heiland, Praco. Spiratone

(Continued on next page)

C.O.C., Heiland,

Praco, Spiratone

26-12

WHITEHALL PRINCE ELEVATOR



# The LAST WORD in TRIPODS for Small Camera FANS

2-Way Elevator Control-lift up or push down the column for fast action—turn the crank for precision height adjustment.

Spring-Positive Brake locks column securely at any height-loosens quickly for height adjustment.

**DUALOK Pan Head gives every** possible camera angle with sepgrate locks for independent control of pan and tilt.

EVREWAY Camera Plate is adjustable in four directions and twelve positions and will mount every kind of camera for correct balance and easy operation.

Lightweight-Compact-Easy to operate . . . Beautifully finished to harmonize with modern cameras.

# SPECIFICATIONS -

Three Section Legs Upper %", Middle %", Lower %" Elevator Column—%" Diameter, 14" Rise Maximum Height, Extended 68" Overall Length, Telescoped 24%" Weight 3½ Pounds

Ask your dealer to show you or write for descriptive literature.

TRIPODS Made By QUICK-SET, Inc.

8113 N. Central Park Ave. . Skokie, III.





# The GOERZ Golden DAGOR F:6.8—the Lens without a Peer!

The safest quide in the choice of a lens is its reputation—its record of past performance.

The GOERZ GOLDEN DAGOR is considered by most prominent professional and advanced amateur photographers, as well as instructors of photography, the world over to be the finest and most accurate general purpose lens ever designed.

The GOERZ GOLDEN DAGOR is the only lens of its type produced in the United States . . . the DAGOR has often been imitated but never equaled!

WARNING: Only C. P. Goerz American Optical Company manufactures GOERZ-PRECISION LENSES. Beware of so-called "new" Goerz-Berlin lenses; they have not been made in 30 years.





Here's the meter designed to give correct exposures with all cameras and film quicker and easier than ever before...and it's budget priced. Simply set your film speed, point the meter, and read the correct lens setting direct. Best of all it's built to true WESTON standards for precision and ruggedness, by the world's leading instrument builder. See it at your local camera store.

# WESTON Exposure meters

The Meters Most Photographers Use

# FLASH CONNECTORS

(Continued from page 121)

26-13, 14	Graflex, Heiland,		
	Praco, Spiratone		
26-15, 16	C.O.C., Graflex,		

-	27-2	27	Kalar

28, 29-1	Spiratone	(#1	has
	thin shell)		

28	20.17	COC	Spiratone



Model release forms are required by many editors. Send 25 cents for a pad of 25 (no stamps, please). Limit, four pads to each. Order yours directly from Modern Photography, 33 West 60th Street, New York 23, New York.

MODERN PHOTOGRAPHY

# MOUNTING STEREO SLIDES



## NEW ALUMINUM MOUNTS OFFER SIMPLICITY—SPEED PRECISION ACCURACY

Take the work out of mounting stereo alides with these new "wafer thin" Compco Triad laminated aluminum mounts. You can now prepare a slide for hand viewing or projection—optically perfect—in less than 10 seconds! Merely slip transparencies into die formed pockets, press into "locked" position and you've completed a slide! No special tools or equipment needed!

needed!
Compco Triad mounts are rugged, burrfree, Distances between windows are optically accurate to micrometer tolerances
which means your film is always in precise position and "in-register". Designed
for use with or without glass, they're available in regular, medium and close-up types.

GET A SAMPLE

Send 10c (coin or stamps) for sample

COMPCO CORP. 2267 W. St. Paul, Chicago 47, III.

ALL PURPOSE DARKROOM



# **Accurate in Seconds and Minutes**

Now you can have all these great features in one timer.

- · Giant 8" Luminous dial • Range from 1 second to 60
- minutes, in seconds SECONDS for automatic enlarger

switching control
MINUTES for film processing

- · Automatic Buzzer Alarm • Electric Clock Motor for
- accuracy

· Ideal for color film See It At Your Photo Dealers' Today!

DIMCO-GRAY COMPANY DAYTON, OHIO

#### DISCOVERY

(Continued from page 83)

subject matter. Wakabayashi looks for design. He photographs architecture, or finds strong design in a simple still life (page 82).

Wakabayashi recently came to this country from Japan in order to complete his formal photographic training at the School of Modern Photography in New York City. At present, he is an assistant to the commerical New York photographer, Rouben Samberg, but looks forward to a career of photojournalism.

Wakabayashi's photographic equipment is almost as diverse as his approach to pictures. He uses a Minoltaflex, Nikon, Rolleiflex, Linhof. In dim light he prefers working with wide lens apertures and fast films to the artificial illumination of flash and electronic flash. He always uses an exposure meter, too, for like his darkroom experiments, his taking techniques are never guess-work!—D. J.

## MOVIE LENSES!

(Continued from page 97)

making meter reading an impossibility. At f/1.9 only the match flare regis-

tered on film. But at f/0.95 the model's features were acceptably detailed. All prints with this report were reproduced from 16mm frames.

In addition to movies in black-andwhite under extremely poor lighting, with the f/0.95's color can be shot with normal, high-level room lighting.

The Nominar f/0.95 is a nine element lens, while the Angenieux f/0.95 is of eight element design. The Nominar mount is noticeably heavier than that of the Angenieux. Both lenses have click stops-the Angenieux down to f/22 and the Nominar to f/11. The Nominar focuses from three feet to infinity and the Angenieux from 18 inches to infinity.

The Angenieux 10mm f/1.8 wide angle has click stops down to f/16 and is a six element lens. All three lenses are "C" mounted.

### U. S. distributors

Bell & Howell, Chicago, distributes the Angenieux f/0.95 and the Angenieux 10mm f/1.8 wide angle. The f/0.95 lists for \$209.50 and the f/1.8 wide angle for \$124.50. Price of the f/0.95 includes front and rear lens caps, and matching filter retainer. Special slip-on filters are available for the wide angle, along with a special viewer.

Florman & Babb, New York City, distributes the Nominar f/0.95. The lens lists for \$165.00, including a threaded series VI adapter ring, sunshade, and

leather case.

# ascorlight 201 is featherligh

It's the newest, lightest, versatile, portable speedlight made by ascor!



- Featherlight for portability
  Powerful enough for any ordinary picture—
  2,200 beam candle power seconds
  High film guide numbers—black-and-white
- 220, Kodachrome 45, new Ektachrome 65 4-second recharge time 1/1,300-sec. flash duration—freezes motion
- Uses dry battery—converts to A.C. 1,000 flashes per battery
  Operates with all shutters

- 50° reflector angle of coverage` Extremely long-life, nickel-cadmium battery available as accessory

\$89.50 plus battery

NOW AVAILABLE! The new, improved ascor long-life, nickel-cadmium batteries for all speedlights! Last more than 15 years.



Ascorlight is the registered trade name for all ascor speedlights. Only ascor makes a complete line of speedlights—one for every photographic purpose. Ascorlights are available only from authorized ascor dealers. For the name of your nearest dealer or more information about ascorlights, write for booklet A855.

AMERICAN SPEEDLIGHT CORP.

63-81 Metropolitan Ave. Middle Village 79, L. I., N. Y.

ed

ad

ur

m

ith

HY



# Reg. 15.95 General Electric Mascot Only 12.75

. 2.50 Case

	irector M-2.Only 23.95
RETIN	A III C
Reg. 185.00	ONLY \$145.00
	A II C ONLY \$106.00

Reg. 29.95 Weston Master II....Only 23.50 Reg. 16.50 Weston DR with case Only 13.50

Reg. 13.50 Retina Leather Case	
Reg. 24.00 B.C. Fan Fold Pkt. Flash	
Reg. 62.50 Curtar Lens 35mm f5.6	
Reg. 82.50 Longar Lens 80mm f4	Only 65.00
Reg. 17.50 Retina 35-80 Optical Finder	Only 13.50



ARGUS C-3

ARGUS C-4 mera, case, and flash

Reg. 49.50 Argus C-3 Telephoto LensOnly	38.95
Reg. 49.50 Argus C-3 Wide Angle LensOnly	38.95
Reg. 75.00 Kodak Signet f3.5 CameraOnly	59.50
Reg. 59.75 Kodak Bantam R.F. CameraOnly	47.50
Reg. 99.50 Vitessa MXV f3.5 CameraOnly	77.50
Reg. 159.50 Vitessa "L", Ultron f2 CameraOnly	125.00
Reg. 54.50 Vito II, Skopar f3.5 CameraOnly	39.50
Reg. 270.00 Voightlander Prominent f1.5 Camera. Only	210.00
Reg. 89.50 Ansco Super Regent LVS CameraOnly	
Reg. 39.50 Ansco Memar f3.5 CameraOnly	32.00
Reg. 39.50 Ansco Memar 13.5 CameraOnly	32.00



ARGUS PROJECTOR 300 Watt with Blower, Case Reg. 48.50 ONLY \$38.50 ARGUS COMPLETE AUTOMATIC PROJECTOR
With Carrying Case, Automatic
and Standard Slide Changer,
300 Watt—Blower Cooled

zine 300 Wath—Blower Cooled g. 66.50 ONLY \$52.95 300W Projector Only 48.50 erformer 500W Proj. w/case Only 68.00 g.49.95 A.O. Skot 300W Proj. w/case Only 38.95



3	f1.6 Reg. 62.00 Reg. 149.50 Cine Kodak I	
	Kodak Mag. 16, 11.9 Camera	Only   18.00
	scope 8-71, 750W Proj. w/ca scope7K2.16mmSoundProj.w.	



### KODAK STEREO CAMERA Reg. 84.50 ONLY \$67.00

		OUT	AN	sco	CH	RO		Sale
Reg. 23.	75 Kodasli 85 Stereo	de Stere	Viewer	11			Only	18.95
Reg. 9.95	5 B.C. Fla 75 Kodasli	shgun					Only	7.95

FOR MAIL ORDER PRICES ON ITEMS NOT

BOB RITZ 618 12th St. N.W., Washington 5, D. C.

# ANYONE FOR PARIS? TRY THIS CONTEST

A two-week, all-expense-paid tripfor two-to Paris, will be awarded in the Clayton Chemical and Packaging Co. photographic contest. It opened September 1, 1955, and invites any amateur or professional photographer who is a resident of the United States and at least 16 years old to participate.

Any photograph will be accepted for judging, the only stipulation being that one of the Clayton photographic chemicals be used in either the processing of the print or negative. Every photograph submitted for entry must be accompanied by an entry blank attached to the bottle of any one of the following Clayton products: Clayton P-20 universal developer, Clayton P-60 fine grain developer. Clayton CF-9 fixer with hardener added, Clayton Short Stop. (A replica of the entry blank or sales slip will also be acceptable for entry.) Contestants will be permitted to enter as many photographs as desired as long as a separate entry blank accompanies each photograph. This contest will be judged by a board of experts on the basis of composition, interest and quality. Closing date is February 1, 1956; winners will be announced by March 1, 1956. For more information write Clayton Chemical Co., 5420 North Damen Avenue, Chicago 25, Ill.

# **OUT IN THE DARKNESS IS** WHERE WE LEFT DA-LITE

In the Last Word column of the June issue, a reader asked for information about a projection screen which could be used in churches, classrooms, or other places where it was difficult to darken the room fully.

When we wrote the answer to this question it included information about suitable screens made by the two largest manufacturers. However, when the item was printed, we discovered, with some surprise that only one manufacturer's screen was mentioned (somebody chopped out part of that column "to make it fit").

So, we should like to take this opportunity to point out that Da-Lite Screen Co., Inc., Chicago, is also in the business of making projection screens, for use in total darkness, as well as in places where the room cannot be darkened completely. They come in hanging, table, tripod, and special purpose models, with prices from \$3.50 to \$645, in a variety of styles and sizes that it would take an entire Da-Lite catalog to list, so we won't try.









WIDE ANGLE CONVERTER with viewfinder and case...

Your Dealer WILMOT SALES

GERMAIN is America's feesional Photography School MONEY MAKING COURSES

MAIN SCHOOL OF PHOTOGRAPHY & 225 B'wey, New York 7, N. Y.

# IT'S NEW! FLASHBULB WITHOUT A METAL BASE

Did you ever look at a burned out flashbulb and wonder what becomes of the metal base? Does anyone ever salvage them? Or are they just wasted?

Well, apparently some Dutch engineers asked themselves the same questions with the result that there is now a flashbulb without the familiar brass or aluminum base. This latest wrinkle in flashbulh design comes from Philips, the giant electrical manufacturers in Holland, longtime flashbulb makers.

25

IG

5

ully

eed 至(1) the

0.00 ook

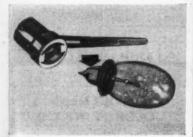
In a conventional bulb, the metal base has two functions: to provide a firm support for the bulb in the socket, and to make electrical contact with the socket.

In the new Philips bulb, a heavy glass stem takes over the support function, fitting into a special adapter which resembles the base of a midget bulb, and fits the standard midget bayonet socket.

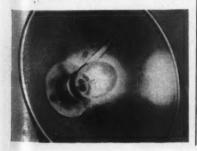
Contact is made by two small, exposed wires which come down opposite sides of the stem, and are pressed firmly by flat springs in the adapter. Both ends of the contact wires are embedded in the glass, and the stem is so shaped that the bulb cannot be inserted incorrectly.

An obvious virtue of the bulb is that it eliminates the cost of metal for bases, which must be a major item with millions of hulbs

Modern's editors tried a few of the Philips bulbs-they flashed.-J. W.



Philips bulb looks like conventional midget except for its base, or lack of it. Electrical contact is made by exposed wires (arrow) which engage flat metal springs in neat, metal and plastic adapter. Metal lever ejects bulb from adapter, which remains in flashgun socket until it in turn is ejected.



**OCTOBER**, 1955

# MEWA "H.I." Models COLD

FOR ALL Enlargers

These H. I. (High Intensity) Models are designed especially for high speed enlarging of 35mm to  $2\frac{1}{4} \times 3\frac{1}{4}$  negatives. Subdues dust, grain, scratches; reduces print spotting, maintains sharpness and produces contact print quality. There are Artisto Cold Light

risto

Inere de Aristo Cola Light
units for all enlargers.
Write for free Literature,
106-23 Metropolitan Ave.,
Dept. 11510 Forest Hills, N.Y.

### CREATIVE PHOTOGRAPHY

Not a "school". A different KIND of teaching—"well known for...students...becoming famous professionals and amateurs." 36th year. Write for booklet M-46. RABINOVITCH PHOTOGRAPHY WORKSHOP New York 19

# THE PROFESSIONAL FINISH" - EXCLUSIVE FINE GRAIN -

WIDEST 35 M & ROLL FILM BLACK & WHITE CHOICE 35 M & SERVICES and COLOR

FREE Price List & Mailers AMATEUR FOTOGRAPHIC SERVICES INC. 126 W. 46th St., New York 36. N. Y., Dept. M.



Dept. 510-B. 715 Kennedy St., N.W., Wash. 11, D.C.





# COLOR DEVELOPING For the Perfectionist 24 HOUR DELIVERY

# 35mm DEVELOPING & MOUNTING Anscochrome | 1 RI. | 2 Ris. | 3 Ris. | Anscochrome | 1.00 | 1.85 | 2.65 36 Exp. Ansco or Ektachrome 1.75 120-620 Ansco | 1 Ri. | 2 Ris. | 3 Ris. or Ektachrome | 1.00 | 1.75 | 2.50 REDUCED PRICES-KODACOLOR PRINTS 3X (3x5).... 5X (5x7).... Now 1.35 ea.

# 35mm COLOR SLIDE DUPLICATING

Mounted	Unmounted
17°	15°
6 for 1.00	7 for 90¢

# KODAK 1956 EKTACHROME RELOADS

35mm Daylight or Indoor Times as Fast as Kodachrome (ASA32 Do Not Confuse with Aero Ektachrome

Price Incl. Develo	ping & Mounting
20 Exp.   Roll\$2.50	36 Exp.
	3 Rolls\$9.95

## SUPER-FAST ANSCOCHROME ASA 32

20 Exp. 35MM 36 Exp. | Roll \$2.39 | | Roll \$3.50 | Rolls 6.39 | 3 Rolls 9.65 | 828: | Roll \$1.75—3 Rolls \$4.75 ALL PRICES INCLUDE DEVELOP-ING AND MOUNTING.

120 620: 1 Roll \$1.95-3 Rolls \$5.50 (Incl. Processing)

# THIS WALLET SIZE

from 35mm only

minimum order 8 for 1.40

# SPARKLING COLOR PRINTS

31/4 x 4 434 Any 6-2.35

4 x 5 50 ta Any 4-1.85

# BULK 35mm ANSCOCHROME

Davlight Film Loader plus 28 ft. Anscochrome tongued and frame num-bered. 8 FREE Cartridges & 8 Mailing Bags. De-luxe Developing and Mounting for 8 Rolls when sent in. All for \$14.99.

COLOR FILM DEVELOPING = 620—120—35mm ANSCO COLOR, EKTACHROME ANSCOCHROME

KODACOLOR PRINTS COLOR SLIDE DUPLICATES

(21/2 x 31/4) ¢

ea. Any 9 for 1.89

KODACHROME STEREO 201 3 Rolls \$9.95 5 for \$14.95

ANSCOCHROME 1 Roll \$3.65 If it isn't called \$35 there's a reason and it can't be good! ANSCO COLOR \$35 is the only emulsion made by Ansco fit for amateur use. ALL OTHERS are stale Hollywood shortends. 3 Rolls \$4.89 5 for \$7.90 7 for \$10.69 12 for \$17.95 Prices Include Develop-

24 HOUR SERVICE

5 x 7

Any 3-2.40

Any 3-5.35

FACTORY FRESH

ANSCO COLOR 535

8 x 10

.89

85

1190 6th Avenue Dept M New York 36 N Y

# 16mm KODACHROME

3 for \$14.95

Factory Packed



35mm BULK FILM LOADER with 8 FREE \$4.99

# T.D.C. CLOSEOUT

Limited Opportities

TDC Custom SELECTRAYS Reg. \$1.50 6 for \$4.95

TOC PRESTOMOUNTS List Price \$1.85 28 Mounts per box 6 for \$5.95

35mm EKTACHROME

120-620 EKTACHROME 3 Rolls \$3.25 5 for \$5.15

KODAK PLUS X-XX

20 Exp. 38 Exp. 6 Rolls \$1.79 | 4 Rolls \$1.97 10 for \$2.75 | 8 for \$3.50 100 ft. X or XX \$3.75

MINIATURE FILM SUPPLY CO., Dept. M. 78 W. 47th St. New York 36, N. Y.

# 35mm ANSCOCHROME

20 Exp. 38 Exp. (NOT AERO EXTACHROME)
20 Exp. 38 Exp. 26 Exp. 38 Exp. 38 Exp. 38 Exp. 38 Exp. 38 Exp. 39 Exp.

## KODAK 35mm TRI-X

20 Exp. 36 Exp. 6 Rolls \$2.15 | 4 Rolls \$1.99 10 for \$3.19 | 7 for \$3.15 50 ft. \$2.45 | 100 ft. \$3.99

## ANSCO COLOR 1956

Frame Numbered — Tongued 20 EXP. 28 FT. CANS 100 Ched, Frame Numbered 4 Rolls \$3.75 | 1 can \$4.75 | 7 Rolls \$3.99 | 3 Cans 12.3 | 8 Free Carts, 21 Rolls \$4.25 | 5 Cans 27.95 | 8 Free Mail Bags. \$8.95 |

28 ft. ANSCOCHROME

MANA KODACHROME

Color Developing 35mm Ansco mtd.-35mm Ektachrome

1.00

WESTERN PHOTO SALES

# BOX 46025, Dept M Cole BR HOLLYWOOD 46, CALLEGENIA

# COLOR PRINTS

2x31/4 21/2x31/4 31/4x4 20c 25c 44c

Stereo Developing & Mounting (20 Exp.) \$1.50°

8×10

50¢ 85¢ 1.75 6 For 1.00

120

# SERVICEMENS COLOR PRINT CO.

1190 6th Ave. New York 36, N. Y.

# MODEL FILM LABORATO

31/4×4

DEPT. M, 78 W. 47th St. New York 36, N. Y.

5 for \$1.-12 for \$2.

# 35mm ANSCOCHROME 20 Exp. 36 Exp. 1 Roll \$2.29 1 Roll \$3.50 3 for 6.29 2 for 6.50 Prices Include Developing and mounting

28 ft: 35mm ANSCO COLOR 1936 Factory Sealed Notched & Frame Num 8 Free Carts. & \$1185 8 Mailing Bags Price Includes Developing Mounting As Ready

**BULK EKTACHROME** 35mm — 1956 — A.S.A. 32 3 Free Carts. & \$1625 8 Mailing Bags Price Includes Dev. & Mtg.

# 28 ft. NEW **ANSCOCHROME**

ith FREE BULK Film Loader, 8 , 8 mailing bags \$14.95

# SLIDE DUPLICATES 5 for \$1 15 for \$2.50

28 ft. 35mm KODACHROME

Frame Numbered-1956 8 free cassettes-8 mailing bags includes developing and mounting \$18.95

# KODACOLOR PRINTS

3X - 28c 5X - 1.29 8X - 3.29

# COLDEN GATE

2 x 31/4 19c ea.-Any 6 for 1.15 21/2 x 31/4 23¢ ea.-Any 6 for 1.35 43¢ ea.—Any 3 for 1.25 49¢ ea.—Any 2 for .90 90¢ ea.—Any 2 for 1.75 31/4 x 4 4 x 5 5 x 7

### STEREO SPECIAL!

ANSCOCHROME KODACHROME 20 EXP.—1956 Dated 20 EXP.—A.S.A 32 3 Rolls \$9.99—5 Rolls \$14.95 1 Roll \$3.49—3 Rolls \$9.95 PRICE INCLUDES DEVELOPING AND STEREO MOUNTING

35mm Mounted ANSCO \$1 per Roll 3 for \$2.75

COLOR DEVELOPING

EKTACHROME \$1 per Roll 3 for \$2.85

120/620 EKTACHROME or ANSCO

\$1 per Roll 4 for \$3.35

WE WILL DEVELOP YOUR ROLL OF 20 EXP COLOR FILM AND GIVE YOU 20 CONTACT COLOR PRINTS FOR

\$2.15

P. O. Box 46056 Cole Br. GOLDEN GATE COLOR PRINTS Hollywood 46, California + Dapt.

# 35mm EKTACHROME LOW PRICES INCLUDE DEVELOPING & MOUNTING

20 Exp. 36 Exp. 1 Roll \$2.49 1 Roll \$3.95 3 Rolls \$6.99 2 Rolls \$7.50 NOT AERO EKTACHROME

120/620 ANSCOCHROME 11 \$1.89 - 4 Rolls \$6.95 828 ANSCOCHROME Roll \$1.69 — 4 Rolls \$6.49 Prices Include Dev. & Mtg.

35mm ANSCOCOLOR 535 1956 Frame Numbered Price Includes Dev. and Mtg. 3 Rolls \$4.79 6 Rolls \$9.00

#### 35mm KODACHROME

20 EXP:=1956 Dated ORIGINAL FACTORY PACKAGES
3 Rolls . \$5.49 6 Rolls . \$10.50



11x14 COLOR

**PRINTS** 

ked

ER

21

M

ME

OME)

6.29 11.25 37.50

WE \$5.15

ME

.95

ME

NG

E

95

49

35

.00

PHY

1:99



COLOR FILM | Color Prints PROCESSING

ce • Anscechrome 

2½ x 3½ 25¢ 3½ x 4½ 50¢ 4 x 5 60¢ 5 x 7 85¢ 8 x 10 \$1.75 16 x 20 \$12.00 Minimum Order \$1.50 No C.O.D.

VALLEY COLOR LAB

## MAKE YOUR MOVIES COMPLETE with 'MAJOR' PRODUCTION AIDS!

The FINEST Complete Library of Recorded Sound for Your Movies!

MOOD MUSIC - TITLE MUSIC - BRIDGE MUSIC SOUND EFFECTS - OPENINGS & CLOSINGS

Soil & Howell 202

Victor Magnasouni RCA 400

Calvin Movie Mits Sound 8 Ampro Magnetic Optical 477 All High Fidelity Recordings With Excellent Definition

THOMAS J. VALENTINO, INC. Dept. MP 150 West 46th St., New York 36, N. Y.

JOUR groeting cards. Artistic, casy-to-use. Large variety -

EMBOSSA Give your cards a smartly embosed border and personal both.

Amazingly simple. Kit for cards a smartly embosed border and personal both.

Amazingly simple. Kit for cards a smartly embosed border and personal both.

Here's a new, simple aid for correct enlarging exposure.

• only 95¢

Write for literature

Mimesa American Cerp. 207 E. 84TH ST.

# USED SMORGASBORD SPECIALS Himm Victor Model 22 Silent Projector 1600\* \$59.98 All Burnie & James Press Camers F4.5 All Burnie & James Press Press Parcell Life Press Parcel d for Free Bargain List

MOGULL'S Camera 4 Film Exchange 112 West 48th Street, N. Y. 36, N. Y. Dept. H-2



# INDEX 100 COLOR SLIDES for 25c with NUMBATARS

PICK TAB

APPLY WITHOUT MOISTURE 

PERMANENTLY

INDEXED

NUMBATABS keep your slides in sequence, right side up. Save time, embarrassment and make for a smooth, professional showing.
Available as follows in any one of five brilliant colors: red, green, blue, orange and black. CARDS numbered 1 to 100..25c

 SETS numbered 1 to 500..\$1.25
 SETS numbered 1 to 1000.\$2.50 · CARDS with 4 alphabets ea. 25c

At your dealer, or sent postpaid if cash with order, Specify color. THE SAUNDERS COMPANY

PO. Box III. Rochester I. N. Y.

# Movie I H H H H H H H H H H H

KODACHROME COLOR OF BLACK & WHITE

Protect your valuable originals from projector damage and wear, run duplicate prints.

Duplicate prints make wonderful gifts.

8mm or 16mm. Duplicates. 11c per ft.

8mm Enlarged to 16mm, or 16mm Reduced to 8mm.

14c per finished foot

\*Mail us your original films with cash, check or money order, and we guarantee the BEST dupli-cates possible, QUICK SERVICE, TOP VALUE, SATISFACTION Minimum Order \$3.00

Hollywood MOVIE LABS. Dept. M. 12522 Ventura Blvd. Studio City California

This Year, Make Your Greeting ORIGINAL, PERSONAL and COLORFULL



New Fascolor method! Corrects drab, distorted colors! Reproduces your transparency subject in sparkling, brilliant colors heretofore not possible. The difference will amaze you!

Brechure, prices and information sent FREE! Write new! Dept.MC.

FASCOLOR SERVICE CO. Box 86, Rochester 1, N. Y

SAVE KODAK—ANSCO—McGREGOR
ON GUARANTEED FRESH OF YOUR MONEY BACK
FRESH MOVIE FILM Koda(Frocessing Incl.) chrome
Smm x 25' dble. Nag. 3.70 | \$3.00 | \$2.40 | \$1.10°
18mm x 30' Mag. 3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3 \*Buy six—Get one FREE Kedachrome (E.K. Proc. Incl.)

16mm x 100' roll 0. p. \$3.50 ea. 3 fer 10.00 16mm x 100' roll 0. p. \$3.50 ea. 16mm x 100' roll (Ansco Proc. Incl.) 5.85

# JEN-DIP SAVES YOU \$16.00



Die your own buffle in JEN-DIP BLUE LABEL for hetter color shots with daylight film, indoors or out, with better results than you get trous factory blue buffle or fisch shields. WITH GEAKER COATS 400 LAMPS



# Quest COLOR PRINTS Lowest Prices in the EAS Prices are fer one or any number of different films. 5 for \$1.00.....21/4" x 31/4" 5 for \$2.00.....31/4" x 41/2" 5 for \$4.00......5" x 7" Send film or inquire about our complete color service. ardinal color

P.O. Box 125, West Albany, New York

FAST SERVICE

INDIVIDUAL POCKET ALBUMS WRITE FOR FREE MAILERS AND PRICE LIST

EINE GRAIN DEVELOPED PRINTED 3% + 4%" -- 1.50 35mm. FILM PRINTED 3 4 x 4 \$ 00 20 EXPOSURES

> PRINTED OVERSIZE 8 EXP. ROLLS - 35

PM. Photo Company BOX 1402, KINGSTON, PA.



4 x 5 5 x 7 8 x 10

50c \$ 1.00 \$ \$2.00

BUPLICATE 35 mm sildes, 25c

Film Processing: Anacochrome, Ektachrome 25 mm, 20 stp., mld.; 120-820; \$1 per roll 35 mm, 20 exp., mtd.; 120-620; \$1 per roll

Minimum Order \$1
Fast Service • Righ Quality • Money Back Guarantes

No C.O.D.'s please

Send for complete price list

AUTHORIZED ANSCO COLOR LABORATORY COLORFAX LABORATORIES

Dept. M; Box 3521; Georgetown Sta., Washington 7, D.C.

# PRICE? CALL COLLECT MUrray Hill 2-0866

### Lowest Prices for Everything Photographic

Reverse Charges from anywhere in U.S.A. For the lowest prices on Cameras, Lenses, and Accessories - Buying or Trading anything photographic—Find Out For FREE at Grand Central Camera!

GRAND CENTRAL CAMERA One East 43 St., New York 17, N. Y.

# MOUNT YOUR STEREOS

It's EASY, FAST and ACCURATE with the new BROOKS-MOUNT. Whether you mount for viewer or projector, this is the perfect stereo mount. Made in 3 standard spacings with HORIZONTAL ALIGNMENT control. Designed to fit all glass mounting systems, or can be used without glass. 100 ASSORTED mounts with color coded labels in a stereo FILE BOX only \$3.50 postpaid if not at your dealer. No COD. Send postcard for copy of "How To Mount Stereos for Projection".

BROOKS MFG. CO., Dept. C 1514 Aster Place Cincinnati 24, Ohio

# NOW ... COLOR PRINTS AT LOWEST PRICES!

21/4x31/4 \_\_ .25 5x7 \_\_\_\_ 1.00 3x41/2 \_\_\_\_.40 8x10 \_\_\_\_2.00 50 4-5 Duplicate Transparencies . . . 25¢

Ansco & Ektachrome processing...per roll [90 (Including the new high speed Anscochrome & Ektachrome)

EAST QUALITY SERVICE A Trial Will Convince You

When ordered in quantities of five or more

# ROYALE COLOR LAB

P.O. BOX 43, GLEN OAKS BR., Dept. M-10 FLORAL PARK NEW YORK



# **Unusual Color Titles**

Put ZIP into your shows. Delight your friends with a humorous "professional" touch. For real showmanship, introduce these titles at the right time and wait for the raves. Different-cleverly designed 2 x 2 color slide titles using pretty Hollywood models. ACT NOW—Set of 4-\$1.50. Free Catalog and sample slide title-Send 25c to cover mailing.

# HOLLYWOOD SPECIALTY PRODUCTS

5253 Hollywood Blvd., Suite 1028
Dept. M10. Hollywood 28. Calif.



24x34...25c (ANY TEN 20c EACH). SQUARE 120-620 FILM WILL BE MADE 24x24. 3x4...40c 5x7...\$1.25 4x5...60c 8x10...2.00 24 HR. FILM DEVELOPING \$1.00 ANSCO OR EXTACHROME SIZES 35MM (IN SLIDE MOUNTS). B2 OR 120, PB20 OR 620. 35mm DUPES

UM ORDER \$1.00. INCLUDE POSTAGE. WASHINGTON COLOR PHOTO
PER SLIDE
P. O. BOX 1605 - WASHINGTON 13, D. C.

**EVERY** DETAIL CLEAR AND SHARP WITH PORTRA LENSES



20¢

## CAL-CAM FOCUS GUIDE

Works on all 35mm & Bantam cameras using a 2- or 3- Potra ican, Not only measures lems to subject dis-tance, but frames subject just as you want it in the pic-ture. Light weight, all metal, fully adjustable. Elimi-nates all guesswork—parallax trouble. No peep hole to aquint through. Send make of camera.

Postage paid if cash with order, C.O.D. as added, Calif. orders add 3% sales tax.

CAL-CAM - Dept. MIO 1564 N. Grand Oaks Ave., Pasadena 7, Calif.

# BULK & RELOADS 35mm FILM FACTORY Not Gov + Surplus 35mm FILM FRESH!

EASTMAN B & W BULK
PLUS X—TRI-X
ackground X—Infra Red or
upont Superior #2
1/4 ft.—\$\frac{1}{2}\$ 1.00 100 ft.—\$\frac{3}{2}\$.50

Times on Request

ALL PRICES POSTPAID . IN CALIFORNIA ADD SALES TAX PACIFIC COAST FILM CO. 1510 N. Sierra Bonit



# NEW "LITE-TITE" DARKROOM VENTILATOR

New, Improved model with highly increased efficiency, clears stuffy darkrooms in a 100 AC outlet. Precision built motor has self offine whisper quiet. Finished with handsome brown wrinkled enamel and aluminum trim. 12" diam. 6½" thick, 9 lbs. In weight. Specially baffed lende to keep light out of darkroom. Unconditionally guaranteed. See your dealer or huy direct for low price of \$18.50 postpaid. Send Money order or check to

STRATFIELD COMPANY 434 Grand St., Bridgeport, Cor



EASTMAN TRI-X SUPER XX PLUS X DUPONT #2

20 EXP.....30c Ea. ,36 EXP.....50c Ea. Bulk: \$4.25 per 100 ft. — \$2.25 per 50 ft. ANSCO COLOR RELOADS

20 Exp. Daylight or Tungsten (A.S.A. 12) \$1.25 Ea. 3 Rells ... \$3,50 28 feet bulk ... \$7.95
All fresh, clean eafety film. Satisfaction guaranteed or money back. Please include 10c extra per order to cover postage and packing. No Co.S.

EASTERN PHOTO LABS, Dept. "B"
1405 N. Charles St. Baltimore 1, Md.



Reduces Retouching—
No Shadows

Uses Standard Midget Flash Bulbs

\$4.95 BRIDGES PLASTIC PRODUCTS, Inc. 1201 E. 63rd Street Los Angeles 1, California



NUCLEAR PRODUCTS CO.

# NO NEGATIVE of your Favorite Picture



11 W. 42nd ST. . N.Y. 36, N.Y. . LA 4-2317

# ENVOY

BAND TANKS The finest available . . . have acetate apron that prevents scratches. Spigot in base for clean, easy emptying. 35mm \$5,00

BENARD SALES CO., MPIO, IS E. 17th St., N.Y. 3.





# COLOR PRINTS

ans. ... 25e ... 50e ...\$1.00 ...\$2.00 .\$12.50 ....25c ea.

COLOR PRINTS 

# SUNSET COLOR LAB

Box 46415, Dept. M & Los Angeles 46





ANSCO COLOR & EKTACHROME ROLLS PROCESSED 120, 620, AND 35MM (Mtd.) \$1.00. 35MM DUPLICATES, 20s EA.

NO C.O.D.'S-MINIMUM ORDER \$1.00 Le-PRICE COLOR PRINTS

214x314....30s 3x41/2....50c 4x5....78c 5x7.....51.25

# ACME COLOR PHOTO LAB.

Box 6025-M, Minneapolis, Minnesota

### TITLE SCENES While Shooting!

Optic "SCENE-TITLER"
fits 8-16 mm. lens. Just
write title on special glass
& aim camera at light. No
guessing about scenes!
Guar. Mail \$4.95 te
CINEMA SPECIALTIES,
Dept. M. 3802 Hellywed
Blvd., Hellywed 28, Calif.



Now Processing-

MANAGEMENT OF THE PARTY OF THE

ISIVI

5

C

O

FA.

PHY

**EKTACHROME E-1 EKTACHROME 35mm E-2** ANSCO COLOR **ANSCOCHROME** 

# CALIFORNIA COLOR

**Photocolor Specialists** 

971 Howard St.—Dept. M San Francisco 3, California

# 20 EXPOSURES \$100 PRINTED 31/4 x 41/4

# 24-HOUR SERVICE

- Album Snapshots -

36 EXPOSURES - 35MM. FILM-FINE GRAIN DEVELOPED AND PRINTED - 34" x 4%" \$1.50

8 EXPOSURE ROLLS - 454 DEVELOPED
12 EXPOSURE ROLLS - 654 PRINTED
16 EXPOSURE ROLLS - 754 OVERSIZE

REPRINTS Se EACH
Write for Mailing Bags and Latest Price Lists

GRAPHIC PHOTO SERVICE
P. O. BOX 72, WILKES-BARRE, PA.





24 x 34...... 5 for \$1.00 31/4 x 41/2...... 5 for \$2.00 

From any size transparencies. Our improved color process gives you the best color prints possible. Guaranteed Quality!

Fast Service

Send film or write for information on complete color service

# MULTI-COLOR COMPANY

P.O. Box 54, Northridge, California

# PICTURE MAKING WITH THE ARGUS



At last, all users of the Argus C3, C4, and A4 can enjoy a truly informative and reliable book that tells how to obtain the finest results with their cameras. Camera operation and the techniques of picture-making for every sort of subject are fully described. Jeteb Beschin's clear and stimulating writing plus more than 100 fine pictures make this a truly wonderful book.

Send for Free Book Catalog.

Camera Craft Pub. Co. 95-M Minna St., San Francisco 5, California



Write for Free Literature icre Record Corp. 487 St Beacor

# For PERFECT viewing of all 2 x 2 slides! \$195 More light More color

correction More magnification CRAFTSMENS QUILD

**GET THE NEW EDWAL** PHOTO CONCENTRATES

The most efficient, economical, and convenient darkroom chemicals on earth

- Edwal Fine Grain Concentrate
- Edwal Hi-Speed Liquid Fix Concentrate
   Edwal Signal Shortstop Concentrate
   Edwal Velvet Developer Concentrate
  Less fuss, less wastel In 4-oz. and 16-oz. bottles at all photo dealers.

EDWAL SCIENTIFIC PRODUCTS CORP.
420 W. 111th St., Chicago 26, III.



-day Return Service DIRECT FROM ROCHESTER

# PRINTS

PROCESSED BY KODAK'S SPECIALISTS

Why risk inferior results! You get highest possible quality with Fascolor service. Color films are processed right here in Rochester by Eastman Kodak in the world's foremost laboratories.

Send for complete list of other color services at money-saving prices.

P. O. Box 86 Rochester 1: N. Y.





MAGIC PLASTIC TITLE SET

ONLY 5.95

The most unique year-round title set in the land! ideal for 8 and 16mm movies, for sides, and for anaphots (let year stills include a title as yeu snap year picture). For outdoor & indeer titling—for color & black and white. There are 410 plastic letters in 3 colors; 5 interchangeable 13x16" backgrounds. At your doaler's

Stanley Plastic Products

Bey 93-0

Breekline, Mass.

# COLOR PRINTS

COLOR PRINTS

From 1/2 35mm to 4x5 Trans.

236 ea. COLOR FILM
4 506 ea. PROCESSING
75c ea. Ansee • Ektachreme • Anseechreme
\$1.00 ea. 55mm-20 exp. (meunted) \$100
\$4.75 ea. 120-620. Roll

35mm Slide Duplicating 25c ea. Mtd. Minimum Order \$2.00. No C.O.D.

P&I COLOR PRINTS

P.O. BOX 46125 . Dept. M . Los Angeles, Calif.

# ALL 22 COLOR CONTROL FILTERS IN THE PALM OF YOUR HAND., ONLY \$8.95



ENTER o VIVI. I GOO 7 Sender and Injury to the Control of the Cont

ench disc is needed.

The Gelotole (sel couled occions) Discs are locquered for more protection. Each Series V (#2) - \$ 8.95

Filter Disc., opic of twesser, o Gelotele Correction

Filter Disc., opic of twesser, o Gelotele

Series VI (#3) - \$12.95

Series VII (#4) - \$17.95

Series V, VI, VII Filter Adapter.

2" Squares - \$16.95 Buy at your local camera store or sent postpaid cash with order.

# HARRISON & HARRISON

6363 Santa Monica Boulevard, Hollywood 38, California

# emp-Trol FOR ACCURATE TEMPERATURE CONTROL A MUST FOR EVERY DARK ROOM

TEMP-TROL RAISES the temperature of your processing solutions to any desired degree, no matter how chilly your darkroom. MAINTAINS that temperature indefinitely assures a constant UNIFORM temperature in each tray or tank. does if all of an automatic thermostat control, three heating units (one for each tray or tank, and an instruction sheet. AC-DC. Patent #2666328, GUARANTEED. Available at yeer photo supply desire, or send check or money order for ground and the supply desired as 12.95

ROYAL THERMAL PRODUCTS

Dept. C. 883 Bread St., Newark 2, New Jersey (Jobbers' and Dealers' Inquiries invited)





Send \$4.50 for 5 prepaid mail envelopes. Each one good for the processing of one roll of film. Same day processing guaranteed.

COLOR-LURE INC.

6743 S WESTERN AVE. CHICAGO 36. ILL.
Midwest's Leading Color Finishers Since 1945

### CHILD PHOTOGRAPHY-The Modern Way-

by Josef Schneider, one of the Country's leading child photographers. Tells and shows you in 208 pages and 275 Illustrations and diagrams, all the tricks that get best pictures of little folks—tots to 'teenagers. Gives priceless information on most effective use of flood, flash and speedlights for black and white and color. All you ever need to know to take really fine pictures \$4.95 of children.

Add 3% sales tax for New York City delivery American Photographic Book Pub. Co., Inc. 33 West 60th Street, New York 23, N. Y.

# COMPARE ... FINER COLOR PRINTS AS LOW AS 20d!

......25¢ (only 20¢ each for any 10) 40¢ 4x5 ......50¢ \$1.00 8x10 .....\$2.00

Prices for prints from transparencies only. Koda-color prints 32c ea. 120, 620, 35mm (20 exp.) Anscocolor, Anscochrome & Extachrome color developed—90c. Send CASH with order. C.O.D.

0% extra.

GLAMOROUS COLOR PRINTS with MAT-TONE!

Non-glossy finish. From your transparencies.

2x: 35e 3x: 60e 4x5: 75e

5x7: \$1,50 8x10: \$3.00

Money Back Quarantee on All Our Work!

COLOR KING LABS Dept. M Box 1421 Baltimore 3, Md.

# De HYPO PRINT WASHER Efficiency Plus for Sink or Bathtub

Nothing to Rust or Break Professional Results At Botter Dealers Everywhere
A. J. GANZ CO.
Los Angeles 36, Calif.

# FLASHBULBS 35% Off

 Bulb x
 CASE QTY.
 LIST
 YOU PA

 #5
 120
 15.50
 10.14

 #5M
 120
 16.80
 10.92

 #11
 20.40
 13.26

 bulbs guaraneed at two for one.
 35% off in

 mittles. Shipped prepaid.
 Send check or money c

MERIT PHOTO SHOP N. Y. 18, N. Y.

#### CHAMPION 44 4 LITE UNIT

complete with metal 0

At Better Dealers Everywhere DAVID SPECIALTY CO. Chicago 10, Illinois 215 W. Hubbard St.



# Never Belove At These History Making Prices IMPORTED BINOCULARS

MECHANICAL AND OFFICIAL BIFFCTS. F-86 = 8X, 25 I.F. Net 17.45 F-105-8X, 30 I.F. Net 18.25 F-13 - T.X.35 I.F. Net 18.25 F-13 - T.X.35 I.F. Net 28.95 F-103-TX.50 I.F. Net 28.95 F-104-TX, 50 C.F. Net 28.45 F-104-TX, 50 C.F. Net 28.25 F-104-TX, 50 C.F. Net 28.25

LAFAYETTE Dept. MP10 RADIO 160 - 6th Avenue,

BRONK, N.Y. 542 E. Fordham Rd NEWARK, N.J. 24 Central Ave. P. AINEIELO, N.J. 139 Wes: 2nd C BOSTON, MASS. 110 Federal St



Conway's Special of the Month. Creates variety of effects on movie film. Fadein, fade-out, overlap, lap dissolve. 64 basic combina-tions. Automatic. Fits most every movie camera. List price \$22.50.

Save 40%. Sale Price.... \$ 1350

CONWAY CAMERA CO.

4 Famous Stores for Fine Cameras Chicago 2, Illinois 34 N. Clark Street

# THIS AD WORTH 50¢



SEMB THIS AB AND \$2.00 We'll send you five col-orful slides, value, \$2.50, or send for free list. NICKELODEON CO., Box 792M, Walla Walla, Wash.

# Finer FOTO FINISHING

FASTER SERVICE. Your film processed same day reed. Quality work. Encl. 25e same day reed. Quality work. Encl. 256
addl. for air mail return. Free mailing
bags. SATISFACTION GUARANTEEL.

PER ROLL 8 exp. .35 12 exp. .60 16 " .80 33/2 x 5"

PHOTOCRAFT LABORATORIES Department A-11 Post Office Box 25307 West Los Angeles Station - Los Angeles 25, California

# LUTES STEREO FILM CUTTER AUTOMATIC FILM HTIW ADVANCE anly RICHARD MFG. CO. \$2495 S914 N. Nobel Van Nuys. Calit.

# 35M BULLYEY FINISHING

Now you can have your photos looking their firest on more than the run-of-the-mill snapshot finishing. Your immediate of the fire than the run-of-the-mill snapshot finishing. Your immediate of the fire than the run-of-the-mill snapshot finishing. You hardened against scratching, we will then print and bardened against scratching, we will then print and sardened against scratching. We will be not print and the contract type pager. All prints are the large 3th x 5 inch size. 20 exp. rel 51.79, 36 exp. rel 51.79, 36 exp. rel 51.79, 37 exp. rel 51.79, 38 exp. rel 51.79. VALUE 35MM LABS P. O. Box 38M, C. I. Station

# COLOR

#### COLOR FILM PROCESSING

Ansco. Anscochrome Ektachrome 20 Exp. 35mm Mounted, Roll.....\$1.00 120, 620, Roll.....\$1.00 Slide Duplicating 25c ea.

21/4x31/4 31/4x41/2 5x7 ..... 8x10 .... 11x14 ... 25 2 00 12.25 Minimum Order \$1.50 No C O D

Color Prints

CANYON COLOR CO.

# COLOR PRINTS IN **FOLDERS** SAVE! DEDUCT 10% ON ORDERS POSTMARKED BY OCT. 20!

2X Cards—Glosy—Satin Finish velopes included.

12 to 24 30c ex. 30c ex. Pices apoly when so one ready and so one so one process and entitled to the solution of the solution o

# 8mm BROWNIE LENS SET

BROWNIE MOVIE CAMERA AUXILIARY TELEPHOTO & WIDE ANGLE LENS SET WITH COMBINATION VIEWFINDER

Combination Viewfinder
Coated, achromatic and color
corrected leases. Screw in
mounts. Telephoto magnities
2% times: Wide Angle
gives twice normal
area. No exposure
coarminate and color
brown finish harmonizes with camera. Viewfinder
mask provides proper field of view.

Jewel type box.

J

ANTHORIZED MOUNTING SERVICE FOR SANVER'S THERT CHASELE

VIEW MASTER REFLS FROM ANY 35 MM STEREOS ALSO, COMPLETE 35 MM SLIDE SERVICE.

Write for Price List and Information

Color Stude Duplicating

SSIS CANUENGA BLVD HORTH HOLLYMOOD, CALIF

# Color Slides HALIFAX, N. S. (Canada)

Famous "Believe it or Not" Lady of Sorrow church built in one day by 2000 men, Old Clock Tower, Hangman's Tree where 4 multineers were executed, oldest Protestant Church in Canada and others. 19 2-2 slides \$1.00. Lat of hundreds of other 10

SLIDE CO BOX 1031, CANTON, OHIO

## Learn NEGATIVE RETOUCHING

Now for the first time in the history of Photography you can get a complete book on Negotive Retouching—Full How To Do IT:

Medeling a Spotting a Blending of Collecting of Professional Collecting of Professional Collecting of Professional Commercial a Theatrical Retouching. Second Commercial a Theatrical Retouching.

A full return gir returned in good condition in 5 days. Send for yours today.

Dept. F, 3723 Fullerton Ave., Chicago 47, III.

# KODACHROME 1956 DATING 1-ROLL \$3.75 4.65 10.40 6.95 3.25 4.95 4.65 3-ROLLS \$10.00 11.25 25.00 18.75 Postage Prepaid.....No C.O.D.'s. ALSO MANY MORE BARGAINS, WEITE FOR FREE CATALOG.

AND THE

ts

.25c .45c

2.00 5.00 2.25

.50

.

.S 28, III.

05

CALIF

er 10

RAPHY

HOOPER CAMERA EXCHANGE

# WALLET COLOR PRINTS 25c ea. All Orders Shipped 1st Class Mail COLOR PRINTS COLOR PROCESSING

Anscochrome Ansco & Ektachrome 90e 2.00 4.50 12.50 120-620 or 35mm 1.00 (20 exp.) mounted ROLL COLOR SLIPE DUPLICATING 25c es. PREMIER COLOR COMPANY
Box 46176—Dept. M Los Angeles 46, Calif.

750 mm TELEPHOTO LENS \$18.00 for all 35mm single fob factory. Shipped by ex-press. C.O.D. orlens reflex cameras with focal plane shutders require deposit. Free literature. ters CARL W. JAMER, Manarville 4, N. Y.

# COLOR SLIDE DUPLICATING

Finest quality, sharpest reproduction. One of the West's oldest color slide duplicators. 35mm Mounted

24 Heur Color Film Processing
Ansco, Anscochrome, Ektachrome
QUALITY COLOR PRINTING ALSO AVAILABLE
STEDCO PHOTO
7610 Melrose Ave., Dogt. M. Les Angeles 46, WE 6-0658.

# Now SUPERIOR Brings You EASTMAN'S NEW, FAST TRI-X REVERSAL FILM

in Bulk or with Processing Included In Bulk or with Processing included
ASA 28-0-500 for indoor movie-making. (25% faster
for outdoors.) Fine grain, wide latitude, good contrast. FREE PROCESSING INCLUDED
25 ft. 8/8mm en camera spoel. \$2.79\*
50 ft. 16mm measurine. \$4.79\*
50 ft. 16mm processing.) \$4.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6.79\*
6 and home processing.)

#/Smm 100 ft 200 ft. 400 ft.

10mm 55.25 \$9.50 \$18.50

Order New! Satisfaction Guaranteed!

Write for FREE catalog on home processing coulement and other Superior movie-making bargains.

SUPERIOR BULK FILM COMPANY

FRESH DATE 35mm RELOADS

ANSCO COLOR 535 Daylight; 534 Tungsten 20 Exp. roll \$1.00 3 rolls \$2.85 with processing 1 roll \$1.70 3 rolls \$4.95 BUY Fresh 1956 Dated KODACHROME & SAVE K135 20 Exp. 2.75; 36 Exp. 3.95; K335 Stereo 3.70 8mm roll 2.95; 8mm mag. 3.70 16mm roll 3.30; 16mm mag. 5.65

ACE Supply Co., Box 113, Passaic, N. J.



For BEST RESULTS with PIC-REC EXPOSURE RECORD CARDS 100 for \$1.00 ppd. (in ring binder, \$1.85) Send check or M.O. to

PIC-REC, 193 Battery Pl., N.E. Atlanta 6. Ga.

Hollywood STAINLESS STEEL Splicers



AUTOMAT only \$7.95 HOT SPLICE only \$14.95

10 day money back guarantee order at your local camera store or

# SCHOEN PRODUCTS 15029 S. Figueroa, GARDENA, CALIF

SEE-SHARP

FOCUSING DEVICE



Makes easel image brighter Magnifies the "un-sharpness" Makes critical focusing easy \$2.50; Money back guarantee Or, through your dealer

Cargille Scientific Inc.

Shoot Color! Make Money! We sell your pictures to a demanding market. Picture ideas furnished. Coaching service offered. Make \$100-400 per subject. Write today!

AMERICAN CALENDAR AGENCY 210 WEST 8th ST. KANSAS CITY 6, MO:

# Classified Ads

Classified Want Ads may be inserted in MODERN PHOTOGRAPHY by any reliable individual, camera dealer, or specialty house. To avoid chance of error, submit copy typed. Terms: 50¢ a word. Each word, including each item in the address, counts as one word. Send cash with order. 5% discount for 6 consecutive insertions. Forms close on the 25th of each month.

#### cameras, equipment for sale

CHICAGO'S LARGEST CAMERA TRADING CENTER—Cameras, lenses, accessories—
purchased, sold, traded—by mail, new or used of PEN EVENINGS for Chicago visitors CHROMOPTICS, 943 N. State, Chicago IO.
DISCOUNTS 20% to 50%—Cameras, projectors, tape recorders, lenses. Write for individual quotations, no catalogs. Classified Camera A, 2375
East 65 St., Brooklyn 34, N. Y.

CANADIANS send for bargain list, new & used equipment. Simon's Camera Exchange, 11
Craig West, Montreal, Canada.

DEAL WHERE DEALS ARE BEST. Unmatched for service and dependability over 10
years. Free big catalog—equipment, home movies, gifts etc. IMPERIAL ENTERPRISE, INC., 34
Park Row, Dept. M, New York 38, N. Y.

GUARANTEED LOWEST PRICES everything photographic. Free catalog. Dart, 3812D, Atlantic Avenue, Brooklyn 24, New York.

Leica M-3, Summierron f-2, case, meter, Leicafash: \$375. Mason, 2007 Pembroke, Greensboro, N. C.

Acrial Ektars \$10.50. Engineering, 620 S.

A. C. Acrial Ektars \$10.50. Engineering, 620 S. Inglewood, Inglewood I, Calif.

"1955 Demonstrators & slightly used Cameras, Projectors, Lenses, Enlargers, Tape & Disc Recorders, Sereens etc., by retiring Manufacturers' Representative. Name exact model & list price of item desired & get our wholesale price. Box 1746, Cleveland 5, Ohio."

FREE gift with \$5 codes 2005 1005

FREE gift with \$5 order. 20%-40% discount. Cameras—Foto Equipment. Specialization Name Brands. Write EDAN FOTO SUPPLY-M, 1580 40th Street, Brooklyn, N. Y.

PRAKTICA FX F2.8 coated new \$58.50. Jessie Sanchez, 323 Dahill Road, Brooklyn 18, N. Y.

#### wanted to buy

Pacemaker Graphics URGENTLY NEEDED, cash via airmail, Altman's, 64 E. Monroe, Chicago 3, Ill.

Sell what you have, fast, thru an ad in these columns! Over 200,000 ready-and-able-to-buy camera fans read these pages closely, for bargains and hard to get merchandise. Prove it to yourself with a test ad in the next issue.

LENSES. Aerial Cameras, Gun Cameras (GSAP), Motion Picture Cameras, Still Cameras, Cash airmailed immediately for these and Aerial Lenses, including 6" Metrogon, 7" Aeroektars, 20" and 40" Bausch and Lomb. Gordon Enterprises, 5362 N. Cahuenga, North Hollywood, California.

IMMEDIATE AIRMAIL PAYMENTS—Chicago's Largest Camera Trading Center offers TOP PRICES for Cameras, Lenses, Accessories in excellent condition! CHROMOPTICS, 943 N. State, Chicago 10.

Leica cameras, lenses, accessories, URGENT-LY NEEDED, cash via airmail, Altman's, 64 E. Monroe, Chicago 3, Ill.
Nikon cameras, lenses, accessories, URGENT-LY NEEDED, cash via airmail, Altman's, 64 E. Monroe, Chicago 3, Ill.

Bolex and Bell-Howell cameras URGENTLY NEEDED, cash via airmail, Altman's, 64 E. Monroe, Chicago 3, Ill.

Rolleiflex cameras, accessories, URGENTLY NEEDED, cash via airmail, Altman's, 64 E. Mon-roe, Chicago 3, Ill.

Exakta cameras, lenses, accessories, URGENT-LY NEEDED, cash via airmail, Altman's, 64 E. Monroe, Chicago 3, Ill. Linhof cameras URGENTLY NEEDED, cash via airmail, Altman's, 64 E. Monroe, Chicago 3, Ill.

Contax cameras, lenses, accessories, URGENT-LY NEEDED, cash via airmail, Altman's, 64 E. Monroe, Chicago 3, Ill.

Contaftex cameras URGENTLY NEEDED, cash via airmail. Altman's, 64 E. Monroe, Chicago 3, Ill.

Hasselblad cameras, lenses, accessories, URGENTLY NEEDED, cash via airmail, Altman's, 64 E. Monroe, Chicago 3, Ill.

Canon cameras, lenses, accessories, URGENTLY NEEDED, cash via airmail, Altman's, 64 E. Monroe, Chicago 3, Ill.

HIGHEST PRICES PAID for Leica, Contax, Rolleis, Reflex, Movie Cameras, Projectors. Ace Camera Exchange, 136 East 58th Street, New York MP-22, N. Y.

Retina II-a and Retina III-c cameras UR-GENTLY NEEDED, cash via airmail, Altman's, 64 E. Monroe, Chicago 3, Ill.

# camera repairs

Foreign cameras: Six years with the inventor of the Contax (Zeiss) assure you 100% repairs on all foreign and domestic cameras. Internal synchronization installed on Contax, Leica, Rollei, Ikonta, etc. All work guaranteed and conscientiously done. Strauss, Photo-Technical Service, 930 "F" Street, N. W., Washington, D. C.

SPECIALISTS in Foreign and Domestic camera repairs. Lens polishing, re-cementing, re-focusing. Bellows installed. Rangefinders repaired, sync. Repairs guaranteed up to one year. Chicago Z, Illinois.

Camera Specialists, 17 N. State St., Chicago 2, Illinois.

Camera Speciansts, Ir A. State St., Chicago 2, Illinois.

Camera repairs on still & movie cameras. Internal Synch. Factory parts. Bellows made to order. Our Background of 40 years is your guarantee. C. T. Moyse & Son, 108 Fulton St., N. Y. C.

Neoprene coated curtains installed in Canon, Exakta, Foth, Korelle, Leica, Primarflex, Nicca, Nikon. B & V Camera Repair Service, 21 E. Van Buren St., Chicago 5, Ill.

CANON CAMERAS—Complete service, all models. Work guaranteed, Send camera for free estimate. International Camera Corp., 847 W. Adams, Chicago 7, Illinois.

COMPUR, Woollensak, Graphex. Supermatic, Ilex, Leica, Prontor, Argus and Robot Shutter Repair Service a Specialty (prompt 24-hour Service). CENTRAL STATES CAMERA REPAIRS, 3116 E. Douglas, Wichita 8, Kansas.

# binoculars & telescopes

Binocular specialists, all makes repaired. Authorized Bausch & Lomb, Zeiss-Hensoldt, and Bushnell dealer. Tele-Optics, 5514 Lawrence, Chicago 30.

# color photo finishing

Ektachrome, Anscochrome carefully processed, 35mm—\$1.25, 620—\$1.00, 4x5—45c. Kenmore Color, Box 93, Kenmore, N. Y.

EKTACHROME—ANSCOCHROME— 35MM Processed Mounted \$1.00. Professional Quality. National Color Corporation, Box 55, Northside Br., Atlanta 5, Georgia.

"Quality developing and enlarging. All sizes to 16 x 20. Anscochrome and Ektachrome a specialty. Arandee, 7831 Jeffery Ave. Chicago 49, Ill."

### photo finishing

No NEGATIVE? Send \$1.00 for new negative and two 5x7 enlargements, from picture, transparency, colorslides, colorprint, polaroid, stereoframes. Your pictures converted into highest quality black and white and color projectionslides. Direct Positive film delivered and reversed Developed. Curiophoto, 1187 Jerome Ave., New York 52, N. Y.

5" X 7" ENLARGEMENTS glossy single-weight only 10c. 5" X 5" made from square nega-tives. Minimum \$1.00. Box 1746, Cleveland 5,

ENLARGEMENTS, PROFESSIONAL QUALITY, individual attention given to all orders. Doubleweight Glossy, Semi-matte, Silk, Matte. 5x7, 30c; 8x10, 40c; 11x14, 80c; 16x20, \$2.00. Fine-grain negative from photo, 60c. Complete service available. Minimum order, \$1.00. Bristol Laboratories, 155 School Street, Bristol,

PHOTOMURALS from negatives, prints, transparencies. 20"x24", \$3.00; 20"x30", \$3.50; 20"x30", \$3.50; 20"x40", \$3.50; 40"x50", \$3.50; 40"x50", \$4.00; 30"x40", \$4.75; 40"x50", \$9.00; 48"x72", \$12.00. Mural-grain copy negatives, \$1.00 additional. Forward orders for larger size wurals, mural mounting, sepia murals on estimate basis. Muralcraft Murals, 157 School Street, Bristol, Conn.

NATURAL FULL COLOR MURALS from transparencies, b&w negatives or prints. Satisfaction Guaranteed. 20"x24", \$15.00; 20"x30", \$17.50; 30"x40", \$25.00; 40"x60", \$35.00. Colorcraft Murals, 157 School Street, Bristol, Conn.

RESTORE old, cracked, faded photographs. Free estimate. Photocraft Restorations, 155 School Street, Bristol, Conn.

#### photo supplies

ALBUMS! Wedding, Baby. Photographer and customer's names in gold. FREE catalog! Crestwood, 3601 West 71st, Kansas City, Missouri.

PHOTO FOLDERS, easels. Send \$2.00 large assortment (refundable). WEDDING ALBUMS. Wholesale price lists. Robin Mounts, 262 W. 22nd St., New York.

Empty 35mm Film Cans Specify Ansco, Kodak 20 for \$1.00. M. D. ABUHOVE, 110 S. 16th St., Phila., Pa.

## movies, movie film

5,000 NEW-USED 8-16mm Silent-Sound Films. International-D, 2120 Strauss, Brooklyn

HUNDREDS of Subjects! Travels, Comedies, Adventure, Musicals, Etc. Best Movie Head-quarters of ALL! Catalogs 15c. Turke Films, 423 S. Lincoln, Hinsdale 2, 1ll.

SAVE 50%! Guaranteed-fresh color, b&w movie film! 8mm, 16mm. Free catalog! ESO-G, 47th Holly, Kansas City 12, Missouri.

Free Catalog—8-16 MM Film Now available Best Rite Sales Co., PO Box 357, Times Square Station, New York 36, N. Y.

8MM OUTSTANDING Kodachrome library. Free listings and projection sample; \$1.00. Film Wizard, Hollywood 38, California.

FREE! BLACKHAWK'S big sale catalog new and used 16mm., 8mm. films; 2"x2" color slides; used 16mm. sound projectors. Biggest stock in USA. Blackhawk Films, 1204 Eastin, Davenport,

MOVIES AT DEALER PRICES, 10M titles! Special introductory offer 800' used sound musicals (8 subjects). Only \$5.00. Free giant catalog—8mm. 16mm listings. IMPERIAL ENTER-PRISE, INC., 34 Park Row, New York 38, N. Y. Dept. M.

MOVIE-MAKERS! Save 50% on your 8-16mm film and Do-It-Yourself processing equipment. Free Catalog. Superior Bulk Film Co. Dept. MP, 442 N. Wells, Chicago 10.

Free Circulars—Listing our B & W roll movie films, chemicals, developing sets and bulk films. Fromaders, Box 637-G, Davenport, Iowa.

Largest selection form Sound and Silent films.
Unusual rare collector's subjects. Big Bargain
Bulletin. Specify sound or silent. Gaines, Box 114MP, Skokie, Illinois.

#### movie titles

"SURPRISE" assortment 8-MM colorful titles, \$1. Postpaid. Guaranteed. LeMoine Films, Nevada, Mo.

#### color slides

SLIDES OF THE EAST. White Mountains, Plymouth, Lexington, Cape Cod, Niagara, Ausable Chasm, Santa's Workshop, Quebec, Gaspe, Bermuda. Fall Foliage, many others. On approval at new low price. Send for catalog beautiful 2 x 2 and stereo kodachromes by Henry Cobb Shaw, 8-2 Bosworth St., Boston 8, Mass.

8-2 Bosworth St., Boston 8, Mass.

150,000 SLIDES in stock insures quick delivery. Production by Captain Arps, U. S. Navy, retired, insures satisfaction. Description of scene on each slide makes constant reference to catalog unnecessary. Send 6c (stamps) for new 48 page catalog United States, Canada, Mexico. If interested in other foreign countries, mention countries and add 3c, as these are separate lists. Worldwide coverage. RoLoc, Box 1715, Washington 13, D. C. BEAUTIFUL COLOR SLIDES 10c each. Send dime for sample and latest issue "Slide News". SLIDE SUPPLY, Box 1031, Canton, Ohio.

20 Beautiful colored slides \$1.00. Sample, catalog 20c. Over twenty million sold! Sanford Company, Perry, Ohio. (Established 1941.)

pany, Perry, Ohio. (Established 1941.)

ANTIQUE AUTOMOBILE Color Slides, 2x2. Illustrated catalog FREE. Universal Slide Co., Box 779T. Beverly Hills, Calif.

"Alaska Big Game" in color. Closeups of live game and all Alaska subjects. Free catalog, over 400 2x2 slides. Special—12 game slides, airmail, \$5.00. Northern Color Film Co., Box 12, Cooper Landing, Alaska.

SCENIC America by CHROMASLIDES. A collection of really superior transparencies. Catalog and SAMPLE CHROMASLIDE. 10c. CHROMASLIDES, M105, Box 325, Alexandria,

COLOR SLIDES Domestic and Foreign largest selection, write for catalogue and FREE SAMPLE SLIDES, Gardena, California.

Detroit, Mackinac Island, Soo Locks, Okefenokee Swamp, Cypress Gardens. Color slides in sets 8 for \$1.95. Free catalog. Hiawatha Card, Ypsilanti, Mich.

COLORSLIDES, Travel, nature, etc. Free list. Sample 30c. Kelly M. Choda, P. O. Box 588, Stanford, California.

SPECIAL COLOR SLIDE TITLES—Our Slide Album, Intermission, The End. Send \$1.00 for set. Ppd. from: Color Photography, 506 Va. Ave., Savannah, Ga.

Color Slides—Vanishing America and scenic New England—Free list. Weldon Color Slides, Monson, Mass.

HAWAII 1955 VOLCANO ERUPTION KODACHROMES Eastman duplicated, 6 (2x2) air mailed \$3.00. ALOHA SLIDES, Box 213, Lihue, Kauai, Hawaii.

Jack Breed's masterpieces, 35mm color, National Parks, National Monuments, Cliff Dwellings, Indians, Mexico, You have seen them in Holiday, Life, National Geographic, Arizona Highways, Saturday Evening Post, and many others, 35c each—3 for \$1.00. Catalog listing 700 free. Pilgrim Productions—8-2B Bosworth St., Boston 8, Mass.

Navajo Indian Life. Ten Colorslides \$1.00. EDDINGS, R-3 Corning, N. Y.

You develop 120-83, 35mm-\$4. Sample prints, color slides, details, \$2. Gift with order \$5 or more. Be admitted. Photographer's ID-pass card and decal, \$1. Filae Products, 254 So. Broadway, Room 254-M, Los Angeles 12, Calif.

Three slides or stereos \$1.90. Free catalog. Movies. Hollyslides, 5880A Hollywood, Hollywood 28, Calif.

FLORIDA, Haiti. Samples 30c. H-G FOTOS, 1205 Southwest 35th Avenue, Miami, Florida.

DO YOU NEED INDIVIDUAL KODA-CHROMES OF ANY WESTERN NATIONAL CHROMES OF ANY WESTERN NATIONAL PARK? Did it rain in Banff or was it too dry in Yosemite? We specialize in these areas and can supply shots you missed. Name area and we'll send wide approval selection. Quantity discounts, free catalog. Douglas Whiteside, Yosemite, Cali-

BEAUTIFUL scenic and art slides. Ask for lists by specific countries, also approval plan. Eulo Color, Box 178, Denver 1, Colorado.

AUSTRALIAN SLIDES AIRMAILED TO YOU!—Rare, professional collector's gems, exquisite color. Twelve 35mm KODASLIDES (2" x 2") in each descriptive \$6.00 set: "\$ydney", "Melbourne", "Flora, Fauna", "Blue Mountains, Jenolan Caves". Four sets \$22.00. Leo C. Ferrari (Reg'd), 61 Maple Avenue, Quebec, P.Q., Can-

LUSTRECHROME Color Prints, Christmas Cards, Duplicates. Anscochrome, Ansco Color, Ektachrome processing. FREE COLOR TIPS BULLETIN and Price List. Color Classics Laboratories, Box 5198, Tucson, Arizona.

### photos, b & w slides

2x2 SLIDES from any size negative. Mounted.
15c each. Miller Slide Service, Holdrege, Neb.
TRANSPARENCIES; 35mm mounted 7c. Optical reductions mounted 13c. Kirwin Slidefilm Laboratory, Crystal Lake 1, Illinois.

2x2 B&W MOUNTED slides, From Any Size Negative, 15c. Slide Service, Box 123, Fredonia, Kansas.

B&W SLIDES from your negatives, any size-amateur, medical, industrial. 24-hour service. Write Thirty-five Slides, Green Mt. Falls, COL COLORSLIDES from your own kodacolor-prints. 50c. Curiophoto, 1187 Jerome Ave., New York 52.

LATEST MOVIE STAR Photos, Marilyn Monroe, Jane Russell, Etc. Sample photo 10c. Helen Forman, 810—7th St., Watervliet, New

## stereo photography

VIRGINIA, D.C., Worldwide, Caverns. 35c. 2 x 2, 25c. Royalpix MO, Front Royal, Va.

# schools and instructions

CAMERA REPAIRMEN greatly needed! You can learn manufacturers' service methods at home, in your spare time! FREE, big illustrated book tells how! Write today, NATIONAL CAMERA REPAIR SCHOOL, Dept. G-10, Englewood,

PHOTOGRAPHY FOR PLEASURE or profit. Learn at home. Practical basic training. Long established school. Free booklet. American School of Photography, 835 Diversey Parkway, Dept. 2123, Chicago 14.

Oil coloring photographs can be a fascinating hobby or profitable sideline for those with artistic talent. Learn at home. Easy simplified method. Send for free booklet. National Photo Coloring School, 835 Diversey Parkway, Dept. 1116, Chicago 14.

#### oil coloring

Oil coloring photographs can be a fascinating hobby or profitable sideline for those with artistic talent. Learn at home. Easy simplified method. Send for free booklet. National Photo Coloring School, 835 Diversey Parkway, Dept. 111C. Chicago 14. "8 x 10 portraits oil colored, \$2.00. Rosalin Hoffman, Heim Road, Chandler, Indiana."

# hypnotism

FREE Illustrated Hypnotism, Self Hypnosis. Catalogue. Write: Hypnotist, 1324 Wilshire, Hollywood 17MP, California.

#### exposure meter repairs

EXPOSURE METER REPAIRS conscientiously done. Speedy Service. Strauss Photo-Technical Service, 930 "F" Street, N.W., Washington 4, D. C.

## business opportunities

Envelopes addressed accurately, reasonably. Fast service. We have capable addressers in your city. GLENWAY SYSTEM, 5713 Euclid, Cleve-land 3, Ohio.

MONEY with your 8MM camera? Highly profitable. No overhead. Details free. Film Wizard, Hollywood 38, California.

\$70 weekly—home, spare time. Simplified mail bookkeeping. Immediate income—easy! Auditax, 34757AFS, Los Angeles 34.

Got a camera? Get \$50 extra Saturdays. Free details, A. Warco's 2689W Coolidge, Oakland 1, California.

STEREO earns \$60,00 up on weekends. Learn profitable markets. Write today. E. Jacobs. 682 Cecil Avenue. Louisville 11, Ky.

#### clinics

0

S

d. b. p-

y 3.

e.

u e, ok A d,

it.

ng

ic

h-

ly z-

iil

Y

LATEST METHODS treating Piles, Fistula, Colon-Stomach disorders. Write for free book. McCleary Clinic and Hospital, E-144, Excelsior Springs, Mo.

#### stamps

FREE! Large NEW profusely illustrated catalog of United States postage issues complete; 64-page, four-color Stamp Collectors' Guide; other unusual offers. Write today! Harrisco, 1052 Transit Bldg., Boston 17, Mass.

#### agents wanted

MAKE money selling Outstanding Line of Regular Ties, Square Ends, Reversibles, Feather, Pleated, Bows, Knitted, Kerchief Sets, Mufflers. Free catalog. Philip's Neckwear, 20 W. 22nd, Dept. 384, New York 10.

#### miscellaneous

WE EXPOSE, you develop. 120 film. Not copies. One roll \$3.00, two rolls \$5.00. Diamond, 716 Wilshire Blvd., Santa Monica, California.

BIZARRE Book Service, 40 East 23rd Street, New York 10, N. Y. Dept. 115. Specialists in Out-Of-Print books. Collectors; write, indicate title, author or subjects desired. Send self-addressed, stamped envelope for reply.

ENLARGEMENTS—portrait paper—six 5x7. 1.00; Four 8x10 1.00—Send Negative. Brownell Studio, 1124 Harvard, Siloam Springs, Ark.

FREE LANCERS! Sell your photos to the huge house organ field. 3,000 company publications buy! Payment from \$10 to \$100 for single photo-and-captions.

Free information. Gebbie Press Photos. 32 E. 48, N. Y. C. 17.

Fress Photos, 42 E. 48, N. Y. C. 17.
ATN: SHUTTERBUGS! Big Selection:
Bikinis, Swim-Guits, Pin-Up Costumes, Acces,
Portrait Drapes, etc. Finest Quality. New Pictorial Catalog. 61,00° (\*applies on merchandise).
Maureen of Hollywood, 128 S. Alvarado, Dept. 5,
Los Angeles 57, Calif.

PICTURE POST CARDS, made from your photograph. 1000 \$11.00. Raum's, 4154 Fifth Street, Philadelphia 40.

Post Cards from your pictures. Good profits— Large Market. Details free. R. W. Boberg Co., 526 Copeland Ave., La Crosse, Wisc.

LEOTARDS, Bikinis, costumes. Send \$1.00 for actual photos. Stan Stanton, Liberty 1, New York.

# WHILE THEY LAST

Savings of 50% and more on these	Lileto	BOOKS
	Was	Now
Photographic Emulsion Technique	4.75	2.25
Photographic Enlarging by Jordan	3.50	1.73
Photographic Facts and Formulas	4.00	2.00
Children Before My Camera	3.50	1.75
British Journal Almanac, 1954	2.50	1.50
Photographic Skies, by D. Charles	2.50	1.25
Photograms of the Year, 1952	2.50	1.00
Color Harmony Spectrum, by Heart	2.50	1.00
American Annual of Photog. 1951	3.00	1.00
Making Effective Photographs, by L. W. Standish	4.95	3.00
Masterpieces from Amer. Annual	1.50	.50
Seaside Snaps	.75	.33
Zoo School, by M. Mooney Jr.	.50	.25
Electron Optics, by Hatschek	3.50	2.00
Practical Stereo Photog., by Dalzell	5.00	3.00
Penrose Process Workers Handbook	1.75	.75
Better Prints (A Camerette)	3.50	2.50
Copying Technique, by Wright	2.00	1.50
Manual Airbrush Technique, Tobias	3.50	2.00
Photographing People	4.50	2.75
Practical Ph. Chemistry	4.75	2.50
South African Photogem 1952	1.50	.75
There's Money In Pictures	3.00	2.00

(Add 3% sales tax for New York City delivery)

**FIRST MOVIES** 

ACTING



HOW TO PLAN A HOME MOVIE SCRIPT by Os-well Blakesten. 145 p. 81.75. Tells you how to string film shots into a a screen story that flows. Also how to plan scenes. HOW TO ACT FOR HOME MOVIES by Tony Rose and Martin Benson. 115 p. \$1.75. Covers timing, speech, character inter-pretation, ether techniques.

DIRECTING

HOW TO DI-RECT YOUR OWN MOVIES by Teny Rese. 144 p. 31.75. Select-ing the subject, casting, everything the director needs to know.



FILMING

HOW TO MAKE HOME MOVIES by G. Wain, 149 p.\$1.75. Complete instructions from elementary pho-tography to pro-jection. A gold mine of useful cine information.



EDITING

HOW TO EDIT YOUR OWN MOVIES by H. Baddeley, 134 p. \$1.75. Splicing, fades, disselves, detailed editing in formation, including mate-rial on sound film.



HOW TO TITLE YOUR OWN MOVIES by L. F. Minter. 126 p. \$1.75. Lettering, backgrounds, bor-ders, special ef-fects, animated titles. Complete instructions.

SOUND

How to

SCRIPTING

A HOME MOVIE

1



HOW TO ADD HOW TO MAKE SOUND TO GOOD COLOR YOU'VES BY C. MAKE SOUND TO GOOD COLOR YOU'VES BY C. MAKE SOUND TO GOOD COLOR TO GOOD



8 MM.



CARTOONS



HOW TO MAKE V AC ATION MOVIES by H. Baddeley. 136 p. \$1.75. A manual that will assure you of thrilling films of your holi-days. What to de, what to take.

AMPHOTO, Dept. MP (American Photographic Book Publishing Co., Inc.) 33 West 60th St., New York 23, N. Y.

Amount inclosed: \$.

Name Address

City

Zone.....State.. PLEASE NOTE: All orders are shipped peetpaid. No C.O.B. Add 3% sales tax for all orders to be sent to New York City. Add 18% for delivery outside U. S. A. except APO numbers. Allow approximately 10 days for delivery. Books may be returned within 5 days for retund.



make every shot sure...prevent spoiled pictures!

It takes split-second synchronization of shutter and flash to capture on film the priceless moments you want to record . . . a wedding, a birthday party, a child's awe before the Christmas tree.

All too often, pictures that can't be taken again turn out fuzzy or dark because of a delayed flash. Blame it on the battery! As ordinary batteries age, they react more slowly. The flash goes off a fraction of a second too late to make the perfect picture.

Now you can be sure—with a Mallory B-C

photoflash cartridge in your flash gun. You won't lose your picture . . . won't waste bulbs and film. The unique Mallory flash cartridge has a practically constant power output throughout its exceptionally long life. It provides thousands of surefire flashes with perfect timing for two full years.

If you want a new kind of "picture insurance", ask your camera dealer to show you the Mallory Mercury B-C Cartridge that fits your flash gun.



MODERN PHOTOGRAPHY

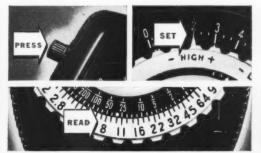


WITH FEATURES FOUND ONLY ON G-E PR-1 METER, YOU QUICKLY AND EASILY RALANCE BRIGHT COLORS AND SHADOWS FOR BEST PICTURE RESULTS

# Over and over, you get better pictures easier with exclusive features of G.E.'s PR-1 meter



METER WITH A MEMORY, General Electric PR-1 has unique pointer lock which holds reading. Gives you one-hand operation, eliminates need to see light scale.



EASY-TO-USE, you just press, set, and read G-E PR-1 for exact exposure setting, quickly and simply. Meter has clear, easy-turn dial calibrated in ASA numbers for faster readings, more accurate camera settings with all films.



INDOORS OR OUT, automatic range shift, exclusive on G-E PR-1, adjusts meter for high or low light. Expanded scale registers greater sensitivity; rugged case protects PR-1 from accidental shock.



COMPLETE METER, for professional or amateur, G-E PR-1 measures incident, reflected light for color, black-a d-white film, movies, stills. No extras buy. At your photo dealer's \$3250†

# For free leaflets...

with more information on the General Electric PR-1 and Mascot exposure meters, write Section A583-6, General Electric Company, Schenectady 5, N. Y. + Fair Traded



## GENERAL ELECTRIC MASCOT\* METER

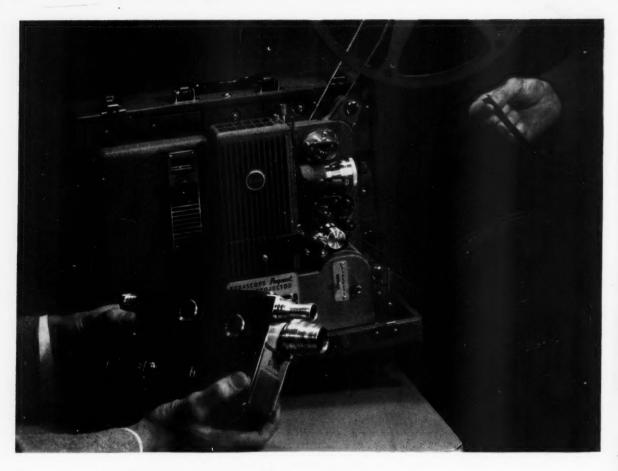
The meter everyone can use. Instantly gives correct exposure reading. Needle points directly to proper camera setting. Ideal for color slides, movies, stereo. Compact, easy-to-use. Only New leather field case \$2.00

\* Reg. Trade-Mark of General Electric Company

Progress Is Our Most Important Product

GENERAL ( ELECTRIC





# "Good show!"

No sweeter words to any movie maker. And fine equipment like the Cine-Kodak K-100 Camera and the Kodascope Pageant Sound (and silent) Projector are ready helpmates in putting on your own good show.

# Puts professional quality within amateur reach

The exciting new 16mm. K-100 Camera combines unusual movie-making ability with a price well below that of other fine cameras. Want extra-long scenes? A 40-foot pull is provided with one winding of its spring motor. For special effects you can adapt the K-100 to hand-cranking, permitting back-winding for fades and dissolves. You can equip it for electric drive. Shoot single frames, too...or any speed from 16 to 64 frames per second. It has telescopic finders. Takes 100-foot rolls of single- or double-perforated film. The lenses? They're Kodak Ektar—and optical engineers have produced no finer!

# To show your 16mm, movies at their brilliant best

The Kodascope Pageant Sound Projector delivers sharpest detail—from the core to the corners of your screen. You can enjoy quiet operation and long projector life without oiling—another Pageant Sound Projector exclusive! Turn your silent movies into sound presentations by simply plugging in a mike for personal narration. Add extra professionalism through a phono adapter and musical background. Or enjoy readily rented 16mm. Hollywood sound productions. The Pageant's unique Fidelity Control enables you to focus the scanning beam to get the most from any optical sound track.

PRICES: The Cine-Kodak K-100 Camera, with Kodak Cine Ektar II 25mm. f/1.9 Lens, \$269; with Ektar f/1.4 Lens, \$369. The Kodascope Pageant Sound Projector, Model 7K2, with f/1.6 lens, 750-watt lamp, and 1600-foot reel, \$425. Optional lamps and lenses available. (Kodascope Royal Projector, Pageant-styled for superb 16mm. silent shows—\$240.) Prices include Federal Tax where applicable and are subject to change without notice. Ask your Kodak dealer about small down payments and easy terms.

Kodak

EASTMAN KODAK COMPANY · Rochester 4, N. Y.